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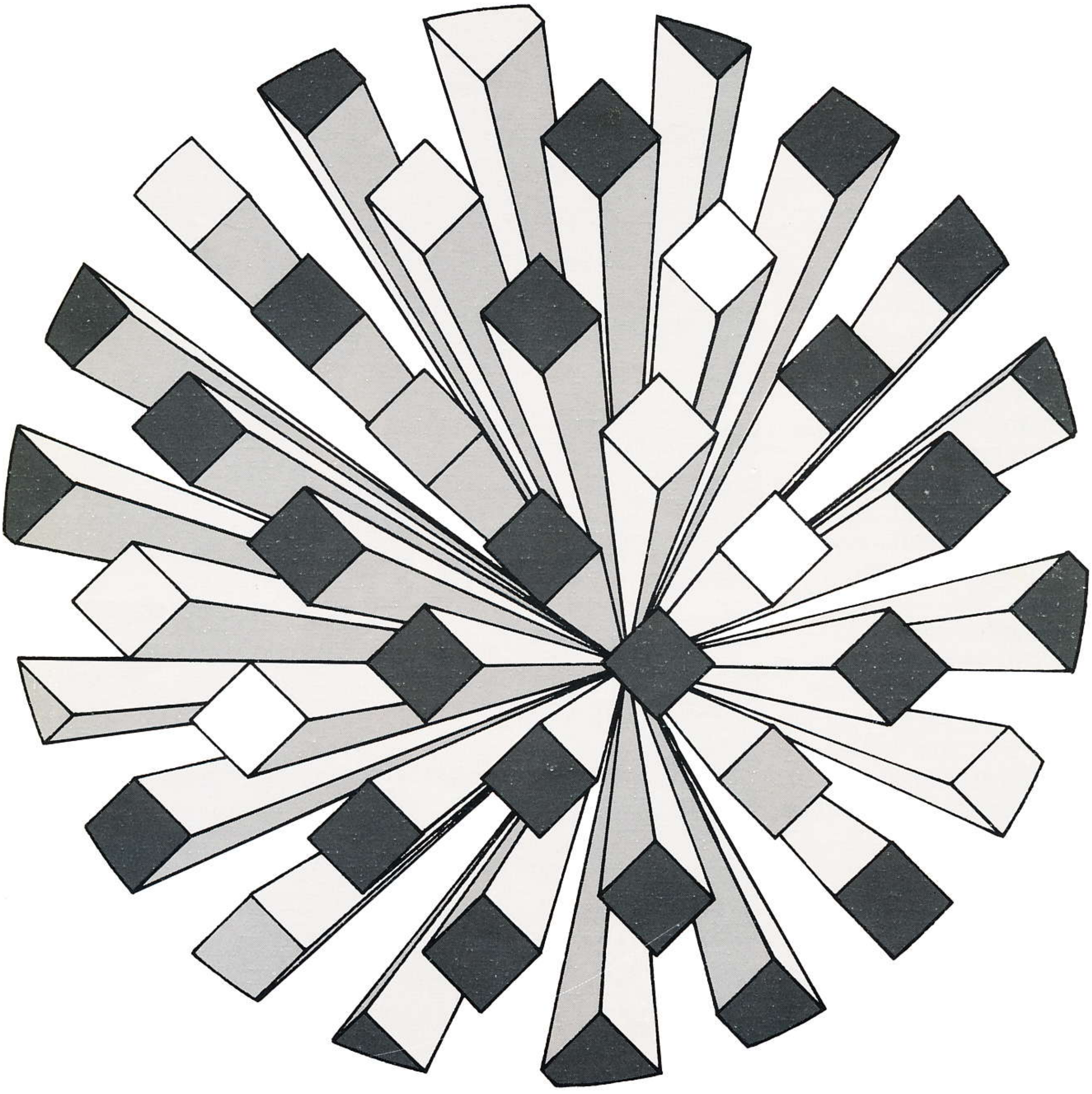

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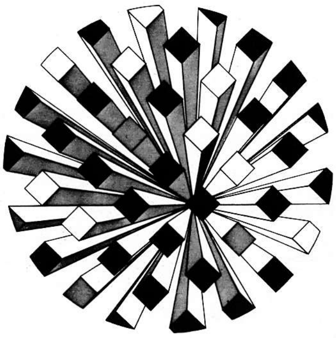

The cover, designed by Bruce Shefrin, depicts the ever changing, but always connected world, indicating the need for a global perspective. (Designed as a project in the graphic design elective, Department of Interior Design, University of Manitoba, under the direction of Faye Hellner.)

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ARTICLES
LES ARTICLES

FOCUS ON: A GLOBAL PERSPECTIVE
MISE AU POINT: UNE PERSPECTIVE GLOBALE

RESEARCH SECTION
SECTION DES RECHERCHES

DEPARTMENTS
LES RUBRIQUES

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from the Editors

"It was a beautiful, harmonious, peaceful looking planet, blue with white clouds and one that gave you a deep sense of home, of being, of identity. It is what I prefer to call instant global consciousness." These are the words of Edgar Mitchell, the sixth person to stand on the moon, and they reflect how he was deeply moved by his experience. Probably none of us will be able to experience this "instant global consciousness" but as the interaction among peoples of the world increases, it becomes essential to think on a global basis and develop new attitudes and understanding about our near and far environments. We must have a global perspective — the focus of the theme section of this issue of the *CHEJ*.

We wish to heighten your awareness of the relevance of changing world conditions to your own lives, sensitize you to issues in developing countries, and emphasize the role of the home economics profession in development, in Canada and internationally.

In the lead article, Murray emphasizes the family as the vital link between home economists and international programs, and supports the premise that these programs be family centered and globally focussed. The realities of African women's lives of integrating income generation with domestic and agricultural responsibilities is vividly depicted by Nickols and Engberg. Here in Canada, many Southeast Asians refugees are currently experiencing the later stages of the resettlement process, and Copeland and Harvey discuss the significance of this period for home economists. A retrospective look at a Third World education experience is delightfully presented by Henry. In each of these articles, the significant role that the home economics profession has in development is highlighted and exemplify why the Canadian Home Economics Association has become a leader in international development.

As this issue of the *CHEJ* goes to press we have been advised that the Social Sciences and Humanities Research Council of Canada has recommended support to our journal through its Program of Aid to Learned Journals. The objective of this Program is to assist in the provision and maintenance of a network of high quality Canadian journals in the social sciences and humanities, through support to the production of individual learned journals which meet the criteria of professional scholarship. The Council recognizes that the dissemination of ideas and research results is an integral part of the research process, and the development of learned journals is vital to research communication. The assistance of the Council will aid us in further development of the research component of the *Journal*, and their support is gratefully acknowledged. ☐

Barbara Baczynsky
Ruth Berry
Brenda Speirs-Fryatt

Reader Forum

Letters and comments from the readership

Expanded Section Valuable

It's been quite a few years — my university years, in fact — since I've had ready access to research journals related to home economics. And, frankly, even if the journals were conveniently located, I don't know if I'd take the time to wade through all the research techniques and reports to determine the results or final findings, the bottom line. They just don't influence my work on a daily basis.

That's not to say I'm not interested in knowing what's new and how that research could affect what I do. It's for these reasons that I find the Abstracts of Current Literature in the *Canadian Home Economics Journal* particularly valuable. They let me know what the current topics of interest are in research and, in a brief review, give me enough information to help me keep updated. If I want to have more detailed information, I can search it out.

I was pleased to note the change in the Winter 1986 CHEJ (Volume 36, No. 1) to an expanded section of abstracts as well as the addition of a supplementary listing of articles. Access to an even greater variety of research journals and topics can only make the section more valuable to Canadian home economists.

Kathryn Baranovsky, BHEc
Winnipeg

Comments from the Readership

I really like the new Abstracts of Current Literature section [of the *CHEJ*].

As a new member, I am very impressed with the *CHEJ* — timely articles, well written.

I took a recent issue [of the *CHEJ*] to share with the vice-principal at school. I am proud to be a teacher with another profession too and had the *Journal* to prove it — a quality publication.

The layout and appearance makes one want to read [the *CHEJ*].

Some responses to the questionnaire that appeared in the February, 1986 Rapport

The Association: The Canadian Home Economics Association is the national professional organization for those educated and/or working in the field of consumer and family studies, foods and nutrition, home economics, and human ecology. The mission of the association is to strengthen the home economics profession and to actively promote improved quality of life for individuals and families.

Subscriptions, membership fees and change of address should be mailed to the CHEA National Office, 805-151 Slater St., Ottawa K1P 5H3, Canada.

Subscriptions are available to libraries, institutions and individuals not eligible for membership in the Association at the rate of $22.00 per year ($26.00 USA; $31.00 Foreign) or $7.00 per single copy.

Classified Ads should be sent directly to the Business Manager. The rate is 95 cents per word or figure ($30 minimum). Rates for classified display ads are available on request.

Contents are indexed in the *Canadian Periodical Index* and selectively indexed in *Public Affairs Information Service (PAIS), Canadian Education Index, Nutrition Abstracts and Reviews, Inventory of Marriage* and *Family Literature, Bibliographic Index of Health Education Periodicals, Current Index to Journals in Education*, and *World Textile Abstracts*. Microfilm and Xerographic copies are available from Micromedia Limited, 144 Front Street West, Toronto, Canada M5J 2L7 and University Microfilms International, 300 N. Zeeb Road, Ann Arbor, MI 48106.

Contributors will find *Journal* themes and submission deadline dates in the Spring 1986 issue, page 96 and the Guide for Authors in the Winter 1986 issue, pages 44-45.

Responsibility: The materials herein printed including advertising copy are the expression of the writers and not necessarily a statement of policy of the Canadian Home Economics Association.

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L'Association d'économie familiale est l'organisme professionnel national regroupant les personnes qui travaillent ou sont diplômées en études de la famille ou du consommateur, en alimentation, nutrition, économie familiale et écologie humaine. La mission de l'association est de renforcer la profession et de promouvoir une plus grande qualité de le vie pour les particuliers et les familles.

Le règlement des abonnements et des cotisations et les changements d'adresse doivent être envoyés au Bureau national de l'ACEF, 805-151, rue Slater, Ottawa K1P 5H3, Canada.

L'abonnement est ouvert à tous : bibliothèques, organismes ou particuliers qui ne peuvent devenir membres de l'Association. L'abonnement annuel est de 22 $ (26 $, États-Unis; 31 $ et autres pays étrangers). Prix de l'exemplaire : 7,00 $.

Le matériel publicitaire doit être envoyé directement à l'administratrice. Tarif des petites annonces : 95 cents le mot ou le chiffre (minimum de 30 $); annonces en vedette : tarif sur demande.

Nos articles sont répertoriés dans l'*Index des périodiques canadiens*, et sélectivement, dans *Public Affairs Information Service* (PAIS), le *Répertoire canadien sur l'éducation*, *Nutrition Abstracts and Reviews, Inventory of Marriage and Family Literature, Bibliographic Index of Health Education Periodicals Current Index to Journals in Education* et *World Textile Abstracts*. Pour en obtenir des copies dactylographiées ou sur microfilm, s'adresser à Micromedia Limited, 144, rue Front Ouest, Toronto, Canada M5J 2L7, ou à University Microfilms International, 300 N. Zeeb Road, Ann Arbour, MI 48106.

Pour collaborer à la *Revue*, consulter les thèmes et le calendrier dans le numéro de printemps 1986, page 96, ainsi que le Guide des auteurs dans le numéro d'hiver 1986, pages 44-45.

Responsabilité : Les articles de la *Revue* et le matériel publicitaire ne reflètent pas nécessairement les vues de l'Association canadienne d'économie familiale.

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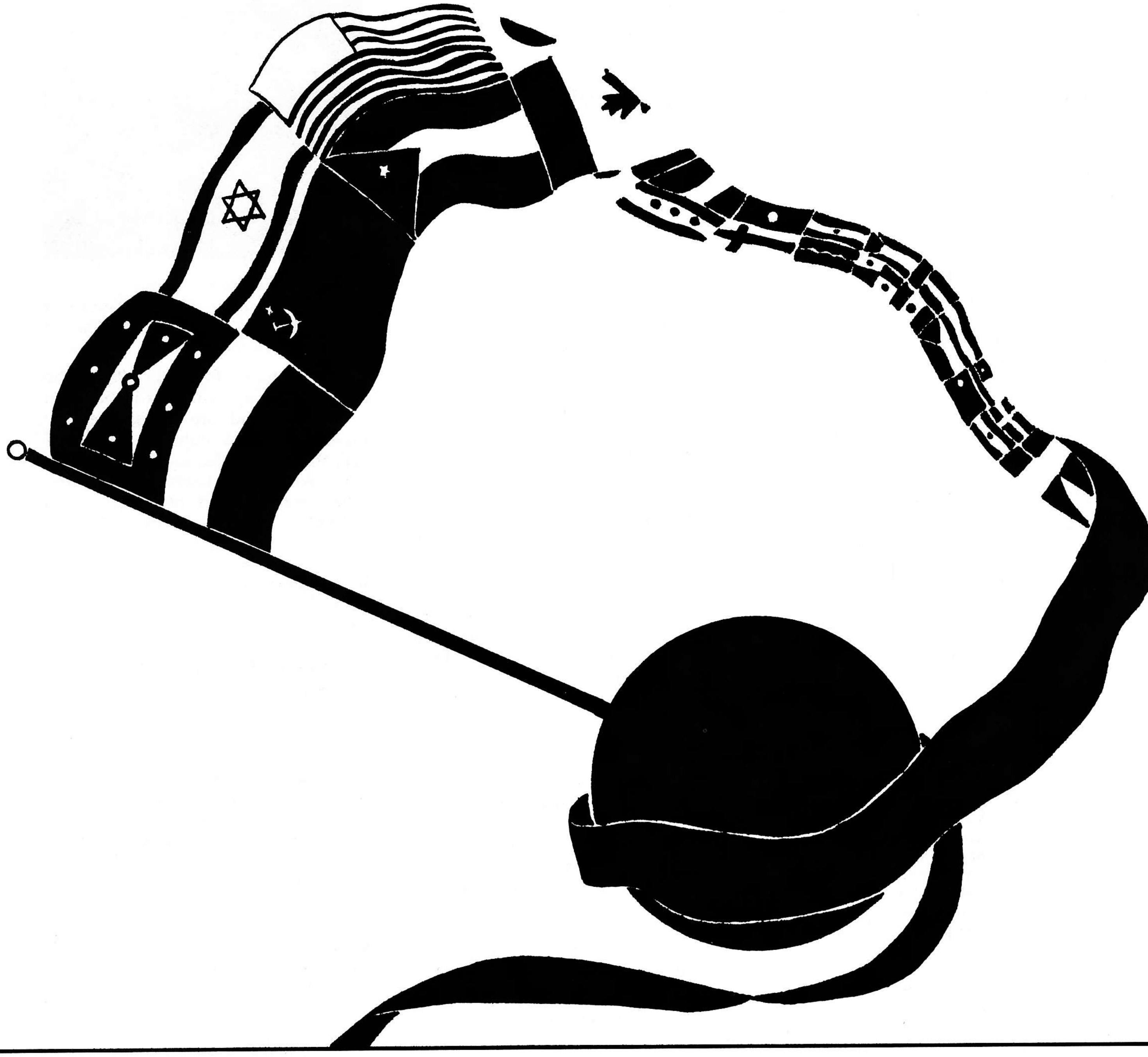


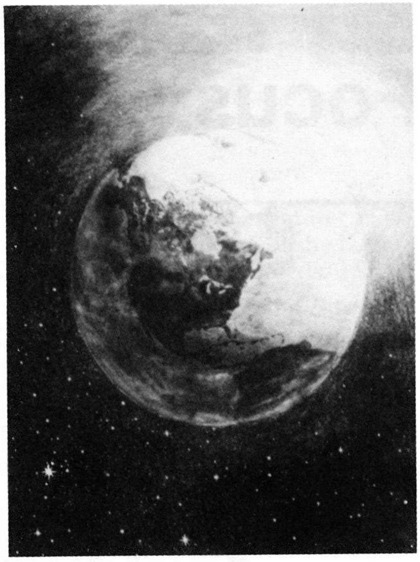
Graphic design by Joanne Schneiderman

A Global Perspective

The Family

The Global Nexus for Home Economists

Eloise Comeau Murray



Abstract

All institutions in a system are affected by the process of development. This article outlines the major impacts of the development that have occurred in the past quarter century upon families in developing countries. Further, it is noted that in many respects this development process is occurring all over the world. These data are used to support the premise that the international programs of home economists should be family centered and globally focussed. Finally, the article examines the evidence which shows that home economists have the knowledge and attitudes to develop such an orientation in their professional programs designed to foster development.

Résumé

Aucune institution d'un système n'échappe à l'action du progrès. Cet article souligne les principaux effets que le progrès a eus sur les familles, dans les pays en voie de développement, au cours du dernier quart de siècle. Qui plus est, on y relève le fait qu'à bien des égards ce progrès a lieu partout dans le monde. Ces données servent à appuyer la thèse voulant que les programmes internationaux d'économie familiale soient axés globalement sur la famille. Enfin, l'article démontre que les spécialistes de l'économie familiale ont les connaissances et les dispositions voulues pour donner cette orientation à leurs programmes professionnels visant à favoriser le progrès.

Eloise Comeau Murray is an Associate Professor and Professor in Charge of Home Economics Education at The Pennsylvania State University. She received her BSc in home economics from Mount Allison University and MS and PhD degrees from the Pennsylvania State University. Effective July 1 she becomes Dean, Faculty of Home Economics, University of Alberta.

If home economists are to be successful in developing a global perspective in personal choices and professional practices, it is appropriate for us as members of a family-focussed profession to concentrate our international development scholarship and effort upon the status of the families of the world. There are many scholars who focus their attention on a particular nation, as well as those who specialize in such sectoral interests as agriculture or the economy or climate of a nation or region. Others are directing their efforts towards noting the relative position of one sex compared to the other, or counting people — their births, deaths, and migrations. But there has been little systematic attention to what is happening to families, even though the majority of people in the world live in family settings. As a context for understanding the impact of development on families, it is imperative that we seek to understand nations, political blocs, geographic and ecological zones, national and international economies, not only as entities in themselves, but most especially their interaction with each other. We also must recognize that such understanding is not static. It requires continuous attention.

When home economists are participants in the development process, we must consider what is appropriate action to take in the interest of families. It is also relevant for us to consider the extent to which the generalizations we make about families in developing countries are paralleled by the realities of families in North America. Further, at the local level we can explore the extent to which North American choices and policies impact families in other parts of the world.

In the words of Boulding (1985): "The avenues of opportunity still begin in the family and are transmitted by inheritance, both cultural and financial, through the family. The family is the great perpetuator of culture, whether the culture of poverty or of riches" (p. 116). As he further notes, frequently it is the failure to perceive the obvious in ordinary daily life and its attendant decisions which can lead to results which do not better the human condition.

The Family, The Household, The Village

Families do not exist in isolation. This is most evident in the village economies that still characterize so much of the developing world. In their analysis of such economies, Acharya and Bennett (1983) identify four important spheres of work or production. These include household maintenance, family farm enterprise, local market economy, and migration for employment. However, commenting on their work, Axinn (personal communication, February 2, 1985) notes:

> They have missed the most important part of family life — that of developing human capital, as compared to household maintenance. Especially in developing countries, where most of the children are immediately thrust into the work world and education may either be nonexistent or irrelevant, how these children are socialized depends almost entirely on the family. By assuming that women's

work is cooking, sewing, gardening, etc., there is a tendency to ignore the most important aspects of that work in training the next generation.

Families and/or households, anywhere in the world, do not conform to a single form. Not only is there lack of conformity in form among various family units, the method of investigation used to describe any given family or household can give great variability in results. Particularly in the developing world, families cannot be defined by the sole criterion of residence. People are often involved in a number of sets of kin who may or may not reside in the same household. This means that the prevailing division of labor within family units cannot be determined by examination of single residential units. Therefore any development programs must consider factors beyond the individual household unit or family farm to the larger social system and/or village, and in some respects beyond.

In discussing the interconnectedness of family/farm/village Axinn (1984) says:

> In the farming system, the farm family is the critical component. The decisions the people make in that system shape the destiny of their survival, their livelihood, their enterprise. And, in the developing world, the decisions made by others outside their immediate system — the local politicians, the national bureaucrats, and the international donors — shape the alternatives individual farm families can consider in their decision-making. (p. 278)

The combined impact of these decisions must be remembered by home economists as professional intervention is planned.

Changes in Families in Developing Countries

As a basis for considering what development activities are needed, changes in families in developing countries are noted below. These are not discrete, clear-cut variables. The approximate time in which they have occurred is 20 to 25 years. However, it is important to consider that these shifts in circumstances are occurring in the same families; the impact is cumulative.

• *There has been an increase in life expectancy.* In developing countries between 1950 and 1985 there has been an increase in life expectancy at birth of 13 years (Sivard, 1985). The average life expectancy for women is 62, while that of men is 60.

Living longer is not the same as living better. In many countries access to a physician is at a ratio of 1:16,000, daily nutrient supply is less than known requirement, and safe water is available for less than 25 percent of the population (World Development Report, 1984). However, living longer does mean that families need to address the adaptations associated with this increased life span development. There will be more three-generation families, more children will become adults and therefore there is a greater need to develop new mechanisms to deal with role changes.

• *Families in developing countries are having 2 to 3 more children than they desire.* In most countries, about 50 percent of respondents to the World Fertility Survey wanted to stop childbearing by the time they had three living children (Kent & Larson, 1982). Excess fertility places economic and emotional stress on families, as well as straining village economies and services (World Health Organization, 1976). It jeopardizes women's health, and may contribute to lowered status for both the mother and her elder female children as they may be removed from education programs to assist with household and family farm enterprise responsibilities. Women's health is often more crucial to general family welfare than is that of men (Blair, 1980).

• *Families in developing countries are more likely to be headed by females.* This may be a true case through desertion, death, or divorce or *de facto* through legal separation, or migration for employment (Buvinic & Youssef, 1978; Youssef & Hetler, 1983).

In the case of widowhood in developing countries it is likely that these women are absorbed into existing households. Therefore, the figures which show as high as 43-50 percent female-headed households, for example in southern Africa (U.S. Bureau of Census, 1985, p. 51), reflect women alone with children and survival responsibilities. When this situation is a rural phenomenon, such families fare very poorly (Safilios-Rothschild, 1980). Ignored by extension agents (Berger, DeLancey, & Mellencamp, 1984), with less human energy and often a weaker social support system, female-headed households are likely to enter a downward economic spiral (Buvinic, 1983).

• *Families are less likely to have the same degree of self-sufficiency as two decades ago.* One reason for this diminished self-sufficiency is that food production has not kept pace with population growth rate, resulting in an overuse of farm land, more food imports, and more cash crop production to develop foreign currency. This lack of self-sufficiency has meant greater vulnerability of families to changing markets or crop failure and greater seasonal malnutrition (Chambers, Longhurst, & Pacey, 1981). In an effort to address this problem, Ministries of Agriculture endorse more single cropping, thereby concentrating agricultural inputs and education on larger holdings rather than on the multiple cropped integrated smaller family farm (George, 1984, p. 37). The resulting stress on land resources are multiple and well documented (Brown, 1984). It includes overfarming, desertification, deforestation, and stream pollution.

Understanding the impact of development on families requires continuous attention.

The relationship of fertility and women's status is a paradox. On one hand, both women and men may gain in social status by the ability to produce children, especially sons. At the same time, the economic burden increases with each child, while the woman's health, and therefore the ability to work, may be diminished. In societies with clearly differentiated sex role expectations women cannot expect extra help from their male partners (Cloud, 1984).

One excellent case study showing this resulting increased dependency of families is cited in Longhurst (1984). He traces the relationship of families' ability to work to provide food and income through to the resulting nutritive status of their children. He concludes there is a trapped sector of society who, because of seasonal malnutrition and lack of resources, cannot escape from poverty. Boulding (1985) agrees with this observation:

> In a poor society, the older people cannot afford much time from the sheer business of survival to teach the younger, and the resources devoted to increasing the knowledge, stock, therefore, are very meager indeed, even though there may be a good deal of very valid knowledge and folk wisdom that is transmitted from generation to generation. (p. 158).

• *Families in developing countries are facing a complex energy crisis.* This energy crisis is not only one of fuel, but also one of personal energy and time (Longhurst, 1984; Tinker, 1984). The fuel is more likely to be wood, charcoal, or dung than petroleum. The personal energy is provided particularly by women, but men and children as well, all of whom are spending many hours of underproductive and underpaid labor (Acharya & Bennett, 1983; McSweeney, 1980). They are working excessively long hours during peak agricultural seasons. A large portion of this time and energy is spent finding and transporting fuel and water.

• *As families make an effort to survive, there is a greater incidence of child labor.* At a recent conference a World Health Organization official, Dr. El Batausi (1985) estimated 150 million children are being "used like animals." They perform hazardous work in the industrial sector which makes them vulnerable to disease and truncates their education. While most data sources report labor force participation for persons over 10 years (U.S. Bureau of Census, 1985), some are as young as 5 or 6 years. Children always have been important workers in family enterprises (Axinn, 1984), although one hopes with more humane treatment. However, they often are overlooked as important contributors to family survival (Kayongo-Male & Walji, 1984).

• *There is a shift away from employment in family/farm enterprise.* Members of more families in developing countries are engaged in the industrial or service sectors or some aspect of a governmental or parastatal organization. One consequence of this shift from family farm/enterprise is more occupational health problems (Khalfan, 1983; IDRC Reports, 1985). Both management and workers are concerned more with wages or keeping jobs than with health protection. One estimate places economic losses due to accidents and occupational diseases as high as 5 percent of the gross national product of some countries. Families are the units which absorb, support, and care for injured members.

• *There is a greater likelihood of the family living in a large town or a city.* If the whole family has not migrated from traditional lands in rural areas, at least some members of it may have. Not all who move to the urban areas do so with any assurance of a livelihood (Jelin, 1982). Lipton (1983) notes that in contrast to our unusual association of the poorest of the family as being located in rural areas there is "a new demography of urban poverty" (p. 51). The estimates are that by the year 2000, more people in developing countries will be living in towns and cities than in rural areas (UNESCO, 1985).

In *Surviving in the City* Rosenberg (1983) documents the conditions in many cities in developing countries — their slums, shanty towns, indeed life on the street. The reality of population density, when as many as 10 people live in one small room, suggests a severely diminished quality of life irrespective of issues of health, sanitation, food or fuel.

• *Members of families in developing countries have more access to education.* It is more likely that some family members have crossed that critical threshold of literacy and numeracy (Kelly & Elliott, 1982). While there is greater probability of these persons being male than female, young rather than adult, urban rather than rural (Sivard, 1985) the presence of a literate family member opens new avenues to the whole family. Education is valued by many developing country families for it is seen as a possible avenue out of poverty. It is positively related to other behavior such as the quality of mothering (Levine, 1982), patterns of labor force participation (Curtin, 1982), and general family well-being (Balderson, Wilson, Freire, & Simonen, 1981). One of the critical issues is whether the education provided is in any way related to the realities of people's lives (Axinn, 1985).

The Same or Different

As the circumstances of families in developing countries are noted, it becomes apparent that in some respects they are similar to those of many families in North America. This observation is not meant to depreciate the real differences of culture or relative affluence. It is meant in the sense that these could be people in the next block. We live on the same planet.

One of the fallacies of development effort in general is the assumption of an artificial "we/they" situation. This is translated into attitudes which suggest that only third world countries are developing, that no development is necessary or occurs in North America, that "we" have nothing to learn from "them" (Chambers, 1983). In fact, the process of development is world wide. Rather than a dichotomous variable, development can be perceived as a cycle which moves through stages of underdevelopment, balanced development, and overdevelopment (Axinn, 1978). Perhaps most important, development is a people process, not merely a matter of mechanistic technological or economic inputs (Korten & Klauss, 1984).

Development is a people process.

Knowledge, Attitude, and Action

Any plan of action for development effort is based upon both knowledge and attitude. What systematic information do we have about the attitudes of home economics professionals concerning development issues?

Frazier (1985) has provided evidence that home economists do have attitudes conducive to thinking globally. We view positively such issues as appropriate technology, voluntary simplicity, balanced development, and sustainable lifestyle. Such attitudes are not related to personal factors such as age or experience. Further, home economists believe these concepts are both personally and professionally relevant.

With respect to assumptions about the development process itself, Conlon (1983) reports that home economists are more holistic/integrative than particularistic/discipline focussed. Development is seen as involving:

The presence of a literate family member opens new avenues to the whole family.

... the quality of life which moves beyond technical/economic indices to include how well people meet their own self-defined basic needs; how fully they participate in the economic, social, and political life of society.

The necessary functions and mechanisms to bring about development emerge out of a learning process where together program personnel with the target populations achieve a fit between needs and capacities of the beneficiaries and those of outsiders who are providing the assistance. Development emerges from within. (pp. 78-79)

The work of Prehm (1985) suggests that home economists tend to focus their strategies for development effort solely at the household level. Further, these strategies are less feminist and more technical/economic than those selected by women from other disciplines. Home economists do not see the empowerment of women as a critical element in development.

In general, home economists do possess an attitudinal basis to support and develop family centered and globally focussed development activities. This can be supported by becoming informed about macro-level issues and endorsement of action which fosters empowerment of people to deal with their own lives. Jacquette and Staudt (nd) suggest that the scientific/ technical viewpoint is so dominant that in population policy women have been seen solely as "at risk reproducers." This has fostered treating them as objects, manipulating them by social engineering and has permitted experimentation in the name of contraceptive research. Brown (1985) suggests home economists must not be gullible in accepting others' facts and interpretations lest we merely follow dominant beliefs and norms without critical analysis and thereby relinquish professional responsibility (p. 931).

A journalist, H.L. Mencken (c. 1920) is attributed with the saying, "For every problem there is a solution which is simple, neat ... and wrong!" We may need to bear this in mind as we work to further refine the role of home economists in development. □

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African Women's Income Generation

Assumptions and Realities

Sharon Y. Nickols and Lila E. Engberg

Abstract

Six assumptions related to African women's income generation opportunities are examined: assumptions that •household income is pooled and used for the family, •modern agricultural services help women, •technology is being developed to help women, •handicraft production is a ready source of income, •women need to increase time inputs to income generation activities, •and home economics does not relate to income generation. Examples from a number of countries in sub-Sahara Africa are given in order to illustrate interrelated problems associated with attempting to increase cash incomes of women. The family ecosystem approach to home economics with more emphasis on the environment and management of resources is proposed as a means of integrating income generation, domestic, and agricultural responsibilities of women.

Résumé

Le présent article examine six hypothèses concernant les possibilités de création de revenus pour les femmes africaines. Il s'agit des hypothèses suivantes : la mise en commun du revenu familial et son utilisation pour la famille; la mise des services agricoles modernes à la disposition des femmes; le développement de technologie pour venir en aide aux femmes; le recours à la production artisanale comme source de revenus immédiate; l'augmentation du temps que les femmes doivent consacrer aux activités génératrices de revenus; la séparation de l'économie familiale des activités créatrices de sources de revenus. Des exemples tirés d'un certain nombre de pays de l'Afrique subsaharienne sont donnés afin d'illustrer les problèmes découlant des tentatives d'augmentation du revenu des femmes. Comme moyen d'intégrer la création de sources de revenus et les responsabilités domestiques et agricoles des femmes, on propose d'aborder la question de l'économie familiale par le biais de l'écosystème de la famille et en insistant davantage sur l'environnement et la gestion des revenus.

African women have responsibility for providing the goods and services needed by their families. Although production for consumption within the household continues to be the mainstay of the rural household economy, there is a growing need for cash income in African households. Consumer wants have expanded to include, among other things, schooling for children, home furnishings, clothing, and increased food consumption. No longer is subsistence production and in-kind income sufficient to satisfy expectations, however, few opportunities to earn money are available to women.

Various projects have attempted to improve the income generation opportunities of African women, and women themselves have worked alone or in groups to increase their options for earning income. The results have been mixed — some successes, some failures. Examination of project reports and personal experiences lead us to conclude that several assumptions about African women's income generation opportunities need to be scrutinized. The realities faced by African women are often vastly different than the assumptions underlying efforts to improve their situation.

Our purpose in this paper is to examine six assumptions about African women's opportunities to generate income and to indicate how home economics can be more effectively involved in the struggle to improve women's income generation opportunities. Enhancing women's access to resources is not an end in itself — it is a means for reaching the goal of improved levels of living for families.

Sharon Y. Nickols has a PhD from the University of Missouri and is currently Professor and Coordinator of International Programs, College of Home Economics, Oklahoma State University. **Lila E. Engberg** has a PhD from Cornell University and is currently Associate Professor, College of Family and Consumer Studies, University of Guelph.

Household Income Is Pooled

Assumption: Income earned by men and women is pooled in a common household budget to meet family needs.

Reality. In many African countries, women are exclusively responsible for meeting household needs and in other countries they have specific obligations that are complementary to the obligations of their husbands. African men in general, have discretion regarding whether they use their income for themselves or to meet family needs. Kin networks are strong and often each spouse has obligations to their own kin as well as to the domestic unit.

In African households there is rarely one household budget in the Western sense (Cloud, 1977). Wives and husbands have reciprocal obligations to provide one another and their children with certain things. For example, wives may be responsible for grain, vegetables, food processing, and health care — including medicines, while husbands are responsible for meat, fish, and some grains. If there are several wives, each household of mother and children forms a somewhat separate economic unit, although there may be considerable exchange of labor between these units. Even among educated and "Westernized" couples, husbands may have minimal responsibility for household expenses (Oppong, 1982).

There are a sizeable proportion of woman-headed households in Africa that have no access to earnings of men. Estimates of the percentage of woman-headed households in selected countries are 16% in Mali (Kisekka, 1981), 25% in Malawi (Hirschmann, 1984), 30% in Botswana (Fortmann, 1980), and 31% in Kenya (Kisekka, 1981). Some woman-headed households result from divorce and widowhood; others are *de facto* woman-headed because of the labor migration of husbands. Studies indicate that remittances from

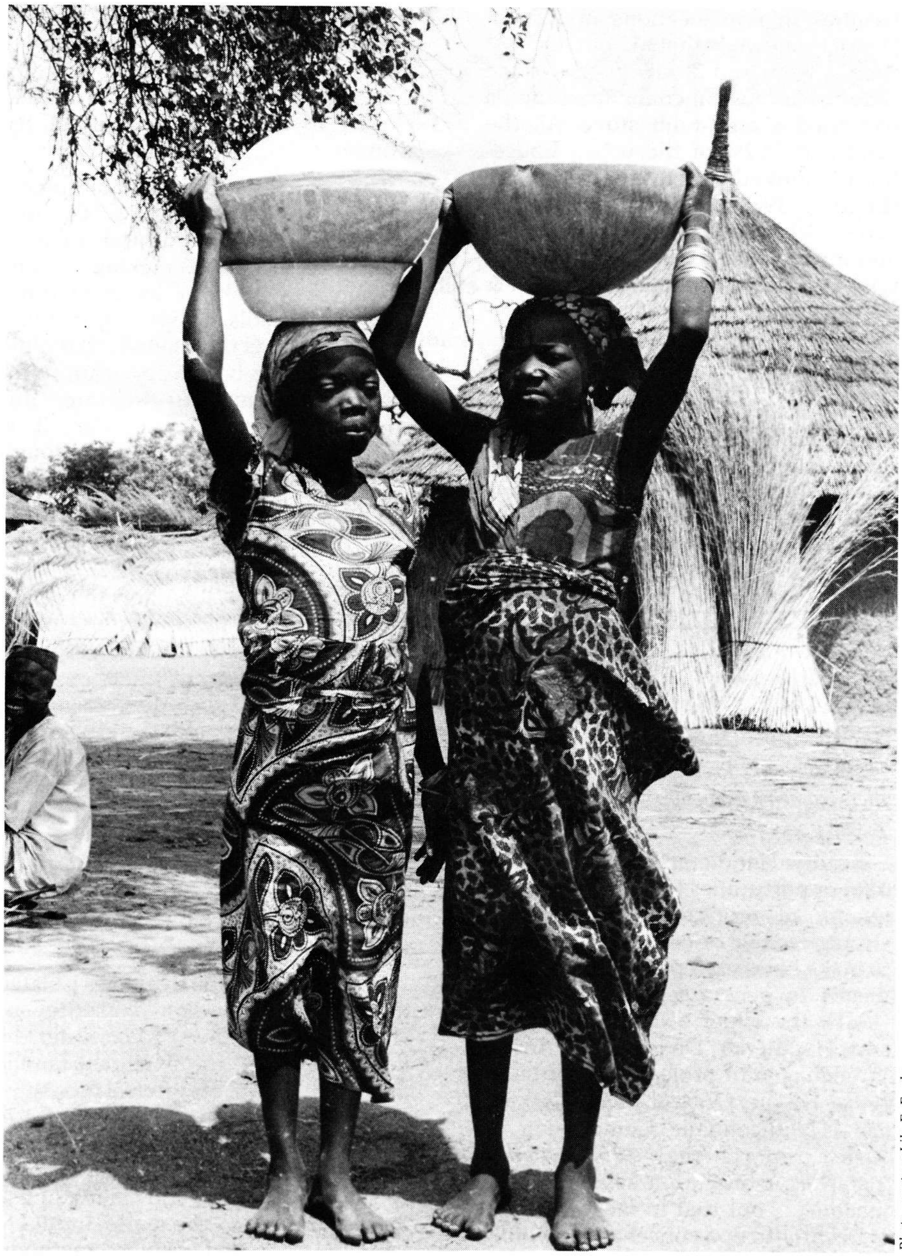

Photo courtesy Lila E. Engberg

Scene from Nigeria

absent husbands comprise a very small portion of the income in these households (Horn & Nkambule-Kanyima, 1984; McCalman, 1981; Youssef & Hetler, 1983). The reality is that securing enough income to meet family needs is a serious problem for African women.

Agricultural Services Help Women

Assumption: Development projects have greatly improved women's opportunities to earn income through modern agricultural services.

Reality. Agricultural projects are addressed mostly to men, especially those promoting production of cash crops. A variety of cultural and economic factors restrict women's access to agricultural development programs.

Boserup's (1970) landmark book, *Woman's Role in Economic Development,* provided initial evidence that women have less access to agricultural extension programs than men. Since its publication, numerous other studies have documented the discrepancies between women's and men's participation in agricultural programs. For example, Staudt (1978) compared participation in Kenyan extension services by farms with women managers and jointly managed farms (those where a man was present). Farms with a man present were four times more likely to have had a household member trained in an extension program and 14 times more likely to have experience with loans or detailed knowledge of loan application procedures. In Tanzania, Fortmann (1982) found women received only 10% of the loans granted in a sample of six villages participating in the Tanzanian Rural Development Bank's Small Farmer Food Crop Loan Program. Furthermore, women were much less likely to be contacted by extension staff. Hirschmann (1984) calculated the ratio of men to women received agricultural training in Malawi at about 30:1. Approximately 7% of farmers in the Lilongwe Land Development Programme who received credit were women despite the fact that women make up more than 50% of operating farmers.

A variety of reasons explain the neglect of women by agricultural extension services. First, policy makers often assume that women do not participate in agricultural decision-making despite the large body of evidence that they are very active in the decision-making process as well as actually doing farm work (Abbott, 1975; Bond, 1974; Horn & Nkambule-Kanyima, 1984; Pala, 1983; Patel & Anthonio, 1975; Spring, 1985). Secondly, policy makers have assumed that information and benefits provided to men will "trickle down" to their wives. This assumption is obviously invalid for woman-headed households. Thirdly, women are perceived as being averse to risk-taking. Women operate within very small risk margins. They cannot afford to jeopardize their chances of fulfilling their responsibility to meet family food needs by growing crops with unknown yields or spending money on fertilizer (Bukh, 1979; Mungate, 1983).

When viewed in the context of women's multiple roles, their reluctance to innovate in agricultural activities is more likely to be seen as realistic behavior given constraints on time and other resources (Blumberg, 1981; Bukh, 1979; Nickols, 1985). It could be that African women are willing to practice modern agricultural

methods if the obstacles to reaching them can be overcome and the benefits are clear.

Technology Helps Women

Assumption: The introduction of modern technology into a local economy greatly improves production, and along with it the status of women.

Reality. Imported technologies developed in industrialized countries are often inappropriate and have few applications (Carr, 1978; Mitchell, 1980). Cost itself is a barrier. Women continue to work with traditional tools when producing and processing staple foods, and in carrying out their household work. In addition, the introduction of new technology often displaces women from their traditional sources of income generation.

The displacement of women takes place both in urban and rural sectors. The diesel-powered rice hullers, maize grinding mills, and oil-presses are generally owned and operated by men (Carr, 1978, p. 31). The large-scale beer brewing operations, bakeries, and other activities which become commercialized tend to involve men rather than women (Ahmed, 1983). Market trends in many countries indicate that the percentage of women in small-scale market enterprises and petty trading is also decreasing (Ahmed, 1983). Farm equipment innovations such as the ox-plough are not widely used in Africa but when introduced for cash crops, the manual work of women (planting, weeding, harvesting) tends to increase (ILO, 1981).

Household innovations are almost non-existent. In a review of the development of household technology in Malawi it was found that minimal research had been undertaken on four technologies financed by UNICEF: the mud-built wood burning stove, the insulated hay basket cooker, a clay-pot water filter, and a food cooler. Adoption of these technologies is not at all widespread. A comparison of cooking facilities in two locations in Zomba District showed that 1 out of 122 sample rural and 3 out of 120 sample semi-urban low income households had tried a mud-built stove. All the rural and 91.7% of the urban households cooked over an open fire (Engberg, 1983). Governments are not generally committed to developing and introducing technologies appropriate for rural households (Date-Bah & Stevens, 1981).

Imported technologies are often inappropriate.

Handicrafts — Source of Income

Assumption: Production of handicrafts offers women a ready opportunity to generate income.

Reality. Handicraft production does offer opportunities to earn income, but quality of products and marketing strategies must be carefully considered to make handicraft production a viable means to generate income. Dhamija (1981), the Chief of Small Industries and Handicraft Division for African Women, a joint project of the International Labour Organization (ILO) and the U.N. Economic Commission for Africa reports that "... in some instances, crafts are a solid source of income ... but that in most instances crafts production concentrates women in an area that is labour intensive and exploitative, providing a meager income for long hours of work" (p. 1). She reports on a women's organization in Kenya, Maendeleo ya Wanawake, that lacked working capital to pay cash for goods on delivery from the women's groups. A modified approach, however, supports a designer to develop a new range of marketable merchandise and a field worker to upgrade the skills of the women.

The only two marketable crafts mentioned in a survey of 501 rural women in two agricultural areas in Malawi were pottery making by nine women and basketry by eight (Engberg & Nickols, 1984). Agricultural production was mentioned most often as offering the better opportunity for women to earn an income. But environmental settings differ. It is essential to undertake a thorough feasibility study before embarking on handicrafts as a means of increasing income of women.

Increase Time Inputs

Assumption: If women would increase the time spent at income generation activities, their incomes would be improved.

Reality. Labor time is a necessary, but not a sufficient contribution. Modern inputs, such as credit and skills training, and a supporting infrastructure of transportation and markets, are necessary. In addition, the amount of time required for food production, household work, and maintenance of the family must be taken into account.

Women cannot be treated as isolated individuals. Date-Bah and Stevens (1981) stress the need to consider the household unit, the extended family, and the fabric of interrelationships when considering the involvement of women in income generating activities. For example, women's time inputs to smoking, drying, and selling of fish are dependent on the males' inputs to fishing. Improved fishing methods, improved processing and storage, and organized marketing are other interdependent activities.

The time inputs of women towards household and subsistence production are already considered extensive in

Enhancing women's access to resources is a means for reaching the goal of improved levels of living for families.

Africa (U.N. Economic Commission for Africa, 1974). A study in two villages in Malawi indicated that women spent about 12 hours of work per day during the growing and harvesting seasons (Engberg & Beckerson, 1985). When women shifted their labor time away from household work to help their husbands with cash crops there were adverse consequences in terms of reduced amounts of food stored and served to the family.

Composite income includes food, and other goods and services produced for home consumption as well as cash income. The value of home production tends to be invisible and overlooked when considering income generating activities. If women shift their time away from non-market towards market production there may be drastic consequences in terms of food shortages and child care during the transition. Much remains to be learned about activity patterns, the time spent by males and females in various types of production, and the trade-offs in terms of time utility before any suggestions for women's income-generating activities can be made.

Women cannot be treated as isolated individuals.

Neglect of Income Generation

Assumption: Home economics programs are irrelevant to the goal of improving women's access to income generation activities because home economics glorifies domesticity and neglects women's income generation role.

Reality. Home economics is multifaceted. Home economics professionals seek to improve the quality of life experienced by families through increasing women's skills and knowledge for effective home management, and through expanding their resources, including income.

Home economics programs in Africa and other countries have been criticized for glorifying domesticity, ignoring women's productive roles in agriculture and trading, and introducing culturally inappropriate activities and home equipment (Fullman, cited in Firebaugh, 1985; Rogers, 1980). Staudt (1984) recounts the emphasis on domesticity and the Western ideals of womanhood in mission schools and programs administered by colonial governments. Murray (1982) acknowledges that home economics has had many critics and she responds: "The field is not without blame, but its aims and its competence are precisely suited to some of the needs in rural development" (p. 61). Elsewhere she says: "Equally inane as overglorifying the work of the home, however, is ignoring it" (Murray, 1985, p. 39).

Home Economics and African Women

What does home economics have to offer to the cause of improving the well-being of African women? Several strengths can be identified. Home economics is based on a conceptual framework that incorporates a family ecosystem approach with cross-cultural applicability (Granovsky, 1985). Home economics is interested in the family as a functional system in which the importance of the individual members, intra-family organization, and interaction with external systems in the larger environment are recognized. This focus is explained in the definition of home economics adopted by the International Federation of Home Economics (IFHE) in 1978:

> Home economics is concerned with using, developing and managing human and material resources for the benefit of individuals, families, institutions, and the community, now and in the future. This involves study and research, in sciences and arts, concerned with different aspects of family life and its interaction with the physical, economic, and social environment. (IFHE, 1978)

Our holistic perspective does not mean that home economists are insensitive to the problems of women in generating income or in general social and economic development. Rather, home economists are skilled in understanding the interrelationships in women's lives. The Home Economics Association for Africa (HEAA) formed in 1983 recognizes the need to document and make more visible the work that is being done by workers with home economics training. The Association leadership acknowledges the need for appropriate training and up-grading. Thousands of women workers in Africa have not had the benefit of secondary or college education. They are called upon to carry out complex tasks without the infrastructure of research, training, and supervision. Obtaining recognition and financial support is a real problem.

Home economics has the only professionally led outreach service with an integrated approach that can meet the needs of the family. In many countries the only way to reach rural women is through the home economics extension system. Bukh (1979) describes the Home Extension Unit of the Ministry of Agriculture in Ghana. Begun in 1971 with the new-found awareness of women's role in supplying food for rural families, the Home Economics Unit emphasizes food production, preservation and storage, nutrition education, and home management. Home economists with extensive international experience suggest that greater collaboration between home economics and agriculture is the key to rural development (Axinn, 1984; Firebaugh, 1985).

Efforts to increase household production, such as home gardening, to improve resource management, and to reallocate labor into effective cash-producing activities can contribute to improving the well-being of women and their families in Africa. The need is urgent not just for expanding money income, but composite income — the whole array of goods and services consumed by families. Home economists have a central integrating role to play in development projects, but there are many policy makers who will have to be convinced of the contemporary relevance of the field.

Conclusion

This paper has attempted to explore a number of interrelated issues to be considered when attempting to improve the income generation opportunities of women in Africa. A primary issue is that of household organization

and function, and the need to understand how time, money, and labor resources are allocated. Although Africa is primarily rural there are differences within each country. One of the major changes in economics and social relations is the change in the division of labor between men and women. In many situations women work longer hours and have higher rates of participation in farming compared to men. Women are involved in the cash economy as well as in the non-monetized activities of the household but their opportunities to improve agricultural and household practices, and to earn income have been limited.

Home economics programs which conceptualize the family as a managerial unit have a unique role to play in improving the situation. The profession has a long-standing tradition of working with women in Africa. A family ecosystem approach with management as the central focus is an approach which could help integrate the market and non-market activities of both men and women. Production for home consumption and production for the market need to be balanced. Agricultural services and service related to small-scale enterprises need to be expanded to reach increasing numbers of women. Appropriate household technologies have yet to be developed to lighten the workload of women and allow them to participate more fully in market activities. The members of the Home Economics Association for Africa are aware of these needs and can become our partners in searching for opportunities on behalf of African women. □

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Southeast Asians in Canada

Concern for late phases of their resettlement

Nancy Higgitt Copeland and Carol Hussa Harvey

Historically, Canada is an immigrant receiving society with most Canadians sharing a background of ancestral migration to Canada. Many, however, never have experienced directly the phenomenon of being a newcomer in a strange new land. While it is important to develop a general understanding of this phenomenon, it is particularly important for those who may encounter newcomers in the course of their work. Home economists are one professional group who are likely to have an opportunity to interact with newcomers and play a role in facilitating their resettlement.

The most recent large wave of newcomers to Canada has been the more than 80,000 Southeast Asians who have come as refugees from Vietnam, Cambodia, and Laos since 1975. It should be emphasized that these particular newcomers are refugees who fled their homelands through fear for their lives and well-being, often leaving behind friends and relatives to an uncertain fate. In this regard, they stand in sharp contrast to economic migrants who choose to come to a new land in order to improve their prospects, usually with intact family units and the knowledge that the friends and family whom they have left behind are in no special danger.

Abstract

This paper describes the resettlement of Southeast Asian refugees in Canada. It emphasizes both stressors and symptoms that may be encountered during later phases of the resettlement process. Home economists are ideally suited to play a role in facilitating the resettlement of newcomers. Means by which this might be done are discussed.

Résumé

Cet article décrit l'établissement des réfugiés du sud-est de l'Asie au Canada. Il met en relief les causes et les symptômes de stress que l'on peut rencontrer au cours des dernières phases du processus d'établissement. Les spécialistes d'économie familiale sont très bien placés pour aider les nouveaux arrivants à s'installer. Le présent article examine les moyens dont ils disposent pour ce faire.

Nancy Copeland has a BHEc and an MSc (Family Studies) from the University of Manitoba, and is currently a graduate student, PhD program, Department of Sociology, University of Manitoba. **Carol Harvey** has a BS (HEc) from the University of Idaho and an MSc and PhD from Washington State University. She is currently Associate Professor, Department of Family Studies, University of Manitoba.

As refugees, these people have experienced a variety of traumatic events. Many have endured lifelong conditions of ongoing violence in their country of origin as well as being exposed to violent encounters during their escape. Of the innumerable losses experienced by most refugees, one of the most devastating is the loss of family members, through separation or death.

As refugees are seldom able to select a country of destination, they often arrive in that country with little knowledge about it. In the case of Southeast Asians who came to Canada, they have generally experienced considerable culture shock as a result of the magnitude of differences between Canada and their countries of origin. Besides numerous physical differences such as climate, geography, and technology, a profound difference is the western emphasis on individualism and independence which is in distinct contrast to the Confucian-based philosophy of subjugation of self to the group. Many problems encountered during resettlement can be attributed to this fundamental difference between eastern and western philosophies.

Stages of Resettlement

Although it has been 10 years since Southeast Asian refugees began to arrive in Canada, most have been here a much shorter time and are still very new Canadians. Except for some very recent arrivals, however, most have already weathered the early stages of resettlement as the influx of Southeast Asian refugees to Canada began to wane by 1980 (Employment and Immigration Canada, 1982). While it is well recognized that the early stages of resettlement are difficult, the potential for crises during the later stages is not as well acknowledged. As many newcomers are currently experiencing the later stages of the resettlement process, it is timely to understand the significance of this period. Stein (1981) identifies this phase as the third stage of resettlement, occurring approximately 3–5 years after arrival. It is preceeded by two earlier stages. The initial stage of resettlement is a short period during which the newcomer experiences a certain amount of euphoria resulting from having arrived relatively safely in a land perceived to offer unlimited opportunity. During the second stage, the refugee is involved in a serious and determined attempt at recovery. At this time, duress is often suppressed while attention is focussed on meeting basic survival needs (Sluzki, 1979). These needs include an initial grasp of the language, an elementary understanding of the new lifestyle, entry into the workplace or education system as well as the provision of food and shelter. It is after these basic needs have begun to be met that the newcomer enters the third stage of resettlement which Stein (1981) describes as a time of potential discouragement. Sluzki (1979) refers to this phase as a stormy period of conflict and difficulty when many serious responses to migration begin to surface.

Stressors During Resettlement

Experience suggests that many problems which may have simmered below the surface for a considerable time begin to erupt, in some cases violently, during the later phases of resettlement. In the earlier periods, refugees see Canada as a land of promise and opportunity. They are filled with high hopes and aspirations

for a new and successful life and they expect to recover lost status; economically, occupationally, and socially. Some are able to achieve their goals and indeed experience their new life as they had hoped and dreamed. For others, reality is less encouraging for "lives torn apart are not easily repaired" (Stein, 1981, p.328). It is during this period of resettlement that serious depression and despondency may occur as many newcomers begin to realize that despite their determination to recover and rebuild, they may never achieve the goals for which they had hoped.

While the consequences of uprooting result in many stress-producing situations for refugees, stress-related symptoms often do not become seriously evident until the third stage of resettlement as described by Stein (1981). A factor which contributes significantly to the stress experienced by refugees is that few of them arrive with intact family units. In fact, Chan (1983) suggests that intact refugee families are more the exception than the rule. This is an especially serious problem for Southeast Asians because family ties and responsibilities are central to their culture.

Whether these newcomers arrive as part of a family unit or as individuals, they experience considerable anxiety regarding the safety and well-being of family members who have remained behind. In many cases, newcomers assume responsibility for the provision of significant economic support of those family members who are not with them, at a time when their own incomes are often only minimally adequate. Ongoing financial support such as this, can escalate the stress experienced by newcomers especially those earning low incomes.

The fact that few families arrive in Canada intact places considerable stress on family relationships and generally means that family dynamics must be restructured. Even if families arrive relatively intact, the relationships between family members are subject to excessive amounts of strain. In Southeast Asian cultures, families are structured in a very traditional manner. As the head of the household, the father is accorded the greatest respect and status. The role of each family member is clearly defined and the needs of the family are met within the extended family network. Democratic rule is uncommon and parents are obeyed without question (Rottman & Meredith, 1982). Respect for elders is paramount and is in fact embedded in the structure of the language.

During the process of resettlement, family members often experience serious role reversal. Because men frequently encounter extreme underemployment or unemployment, it is common for women and youths to become primary economic providers. This results in loss of identity, power, authority, and esteem for the men and increases the potential for conflict between spouses and between parents and children (Rottman & Meredith, 1982). In addition, youths and children often become the spokespersons for the family because they generally learn the language and ways of the new society more quickly than their parents (Chan & Lam, 1983; Huyck & Fields, 1981; Taft & Johnson, 1967). Role reversals such as these tend to undermine the traditional pattern of family relationships and may contribute to their breakdown.

As family members are frequently isolated from each other and from mainstream Canadians, social networks are often inadequate to meet newcomers needs. Limited contact with established members of Canadian society can make understanding the new culture more difficult. As a substitute for personal contact, television and movies frequently serve as standards for interpreting Canadian life and may provide seriously misleading messages.

Newcomers, especially visible minorities, frequently encounter both prejudice and discrimination by majority groups and other minorities. They are also influenced by their own prejudices. These factors may contribute to the stress and tension experienced during resettlement.

It is not uncommon for interpersonal problems to simmer under the surface for some time, eventually combining with a variety of other stress-related problems to create crises situations. Symptoms of such situations include depression, abuse, alcoholism, suicide, and children who run away from home.

Summary and Implications

The process of resettlement of Southeast Asian refugees in Canada has been discussed with emphasis on some of the factors which may contribute to stress-producing situations for newcomers, particularly during the third stage of resettlement. These include the trauma of ongoing violence in the country of origin and during escape, culture shock experienced in the host country, inability to meet expectations in the new country, the breaking up of family units, and concomitant restructuring of family relationships. Particular emphasis was placed on the potential for crises situations to erupt during the third stage of resettlement which occurs approximately 3–5 years after arrival.

After the basic needs have begun to be met the newcomer enters the third stage of resettlement — a time of potential discouragement.

How might home economists respond? Teachers who have newcomers in their classes have a direct role to play. Others could be instrumental in designing specific programs to meet the special needs of newcomers. These might include parenting programs, youth support, lifestyle adaptation, stress management, and financial management. These programs should be aimed at more than just new arrivals. They should provide ongoing support for those in the later stages of resettlement. This need for long-term support is imperative when one considers that the "trauma of flight produces residual psychological states that affect behavior for years to come" (Stein, 1981, p. 323). While support

Family dynamics must be restructured.

during this later phase of resettlement is crucial in order to prevent crises situations, it has commanded little attention to date. Home economists have the professional expertise to create and implement such programs. Delivery could occur in two ways: Home economists could deliver them directly to the target population, or a more effective delivery may be for these professionals to train paraprofessionals from within the target population. In this way, the receptivity of newcomers to new coping strategies would be facilitated.

By admitting Southeast Asians as refugees to Canada we have demonstrated our humanitarian concern for their lives and well-being. Once they are here, our concern should be no less for helping them to develop into responsible, well-adjusted persons who will be able to participate fully in the social and economic life of our nation. □

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A Third World Health Education Experience

(Continued from page 117)

Practical experience was a priority. Students were required to teach simple health and nutrition at the village Under-Fives and Antenatal Clinics, and Primary School. Flip charts and food demonstrations were utilized in such lessons. Drama and song were experimented with as teaching mechanisms. In addition one-to-one counselling was done by the students via home visits to families with malnourished children.

Nutrition and agriculture courses for villagers were run concurrently with the regular sessions. The CD trainees assisted in the organization and instruction of these courses. At the end of the training program, the CD Officers were given a handbook containing the 20 simple nutrition and health lessons they had taught in their practicums.

Sensitive and appropriate transfer of information is vital.

The program ran reasonably smoothly and appeared to meet the needs of the villagers and the trainees. Utilization of the training once the CD Officers were in the field, and effectiveness of information transfer to villagers was not sufficiently monitored but improvements appeared necessary in this respect. Most importantly the course was run with a Sudanese counterpart who would continue the program when the foreign presence left.

Commentary

A primary flaw in the CD program generally was in the effectiveness of the CD Officers once in the field. Such problems are universal to workers in similar roles. The diploma level education elevated them so they no longer felt at one with the villagers yet not high enough to facilitate their involvement as program planners or administrators. In addition, the solitary CD Officer received very little support—no paper or pencils or transport—and had no access to media which was virtually non-existent at this stage of development. Consequently, the officers frequently lost enthusiasm and motivation in these unstructured jobs.

A difficulty encountered in nutrition education per se, was the assessment and understanding of the existing food habits. Since CD Officers were situated in different tribes from their own, this was a potential problem for them. However this was much more of a problem/challenge for someone from the west. Weeks spent in the villages simply observing mealtimes and their preparation, and asking questions are an essential beginning. The nutritionist, must for a time, become an anthropologist. The more tribes serviced by a program, the more immense the task. An objective survey is useful only once such basic information is obtained.

A third difficulty was the adaptation of Western ideas to the needs of developing nations. The introduction of bottle feeding to Africa is a tragic example of what can occur. Other inappropriate practices are still being introduced. For example, many texts prepared for use in developing countries recommend the early introduction of solids (i.e. 3 months) whereas current research suggests that solids may not be required until 6 months and that too early introduction may result in unnecessary exposure to enteric organisms. Also transfer of the Western custom of night separation of mother and baby, would deprive the African baby of valuable feeding times. Many other Western customs regarding weaning, feeding schedules, breast feeding practices and others may be detrimental in the Third World. Sensitive and appropriate transfer of information is vital.

In retrospect, many improvements in program delivery become visible, but of course only with experience in related programs both in developing and developed areas. Certainly work in a developing country is a fantastic personal experience for someone from the West, however, relevant training and experience combined with sensitivity are necessary for an equal exchange of value. □

International Federation for Home Economics

Margaret Dalloway

Abstract

The organization, aims, and structure of the International Federation for Home Economics (IFHE) is outlined. IFHE is an international non-governmental organization in consultative status with the United Nations and the Council of Europe. Discussion of current activities by region, country, committees, and individuals encourage all home economists to take an international perspective in the various aspects of their work.

Résumé

Cet article décrit l'organisation, les objectifs et la structure de la Fédération Internationale pour l'Économie Familiale (FIEF). La FIEF est une Organisation Internationale Non Gouvernementale dotée du statut consultatif auprès des Nations Unies et auprès du Conseil de l'Europe. La discussion des activités courantes au niveau des régions, des pays, des comités et des particuliers encourage tous les spécialistes d'économie familiale à considérer les divers aspects de leur travail dans une perspective internationale.

Margaret Dalloway, OBE, is President of IFHE for a 4-year term which began in July, 1984. She is a past-president of the UKHEc Federation and has travelled extensively promoting the IFHE.

All of us are involved with our own area of home economics, be it in education, industry, commerce, journalism, food service, social services, and rural or extension work. We are no doubt active in the professional organizations concerned with home economics in our own state and may even hold office at national level. This is to be commended and is wholly desirable as it extends each of us as a professional, increases knowledge of our subject as well as giving us an opportunity to promote the image of what a home economist is and what home economics has to offer to the decision makers of our own country.

An extension of national involvement is provided by the International Federation of Home Economics (IFHE) which was founded in 1908 to promote the development of home economics. It brings together more than 200 professional home economics associations and groups as well as individual home economists who work in a variety of professional capacities in 116 countries representing the five regions of the world (Africa, the Americas, Asia, Europe, and the Pacific Region). IFHE is an international non-governmental organization (NGO) in consultative status with the United Nations (ECOSOC, category 2OFAO-UNESCO, status A — UNICEF) and with the Council of Europe.

The Council, composed of one delegate from each Member Organization and of the Executive Committee decides the policy and program of work for IFHE. It meets every 2 years. The Executive Committee, elected by the Council, is composed of 19 people chosen from different countries. It is responsible for implementing the program of work. It meets at least once each year. The Secretary General directs the IFHE office in Paris, is responsible for the documentation centre and the editing of the Quarterly Review, known as the Bulletin.

The Congress Assembly, composed of representatives of Member Organizations, individual members, and student members presents resolutions and recommendations resulting from a Congress, which is held every 4 years. The last one was held in Oslo, Norway, in 1984, the next one will be in Minneapolis, USA, in 1988.

The five regions are under the direction of five Vice-Presidents and have been developed to meet the specific needs of the different areas as well as to provide two way channels of communication.

As the only international organization for professional home economists, there are several areas of concern to IFHE:

- to promote and strengthen the home economics profession and to provide a service to members;
- to make visible to those outside the profession the unique contribution home economics has to offer;
- through our role as an NGO to contribute to the improvement of women and families throughout the world.

Our plan of action for the present period, 1984-1988, is based on the goals of IFHE and the recommendations from the XV Congress Program Committees and group discussions. It reflects the objectives of the Federation and determines the direction of the program emphases, professional development of members and commitment of resources.

Plan of Action

- To affect policy related to objectives of IFHE at international, regional and local levels by: being knowledgeable regarding national plans of development and government policies, especially those affecting families; monitoring and initiating actions regarding impact of technology on families; and placing highest priority on exerting influence on areas meeting the needs of vulnerable groups at grass roots level. This also includes initiating linkages with other professional

organizations; participating in timely national and international movements; linking with programs of UN specialized agencies and other world organizations; and using effective communication strategies involving all forms of mass media.

•To strengthen the pre- and continuing education of home economists to enable them to function effectively in all areas of work affecting the family, home economists' attention must be given to: understanding the impact of political, social, economic, cultural and technological changes; developing human potentials for serving people; providing equal opportunities for men and women in all programs of education and training; developing relevant technical skills; securing home economics programs for boys and girls at all levels of education; participating in all actions related to participation of women; and promoting the importance of non-formal education.

•To strengthen the links among member organizations in all regions of the world.

•To provide a forum: to initiate relevant research projects, especially concerned with providing data to help the family and households in urban and rural situations; and to disseminate current research findings in home economics.

•To analyze the internal organization of IFHE with special reference to long range planning, regional work, assessment of workload at secretariat, funding, and increasing membership.

Current Activities

When funding is available, IFHE workshops are undertaken in developing countries. In June 1984, one was held in Colombia, South America on Income Generation for Rural Women. It was sponsored by the IFHE Region of the Americas and funded by a grant for the Decade of Women. In July 1985, prior to the Decade of Women Conference, IFHE held a workshop in Nairobi on "Women and Families: A Changing Perspective". This was organized by our Secretary General, Odette Goncet, working in collaboration with our international program committee, Women and Families in Development, chaired by Barbara Fegebank of Germany.

IFHE endeavors to involve itself in the special years of the United Nations. During 1985 the Secretary General represented us at a Youth Conference in Greece, while Marie-Noelle Faibra from Chad and Anne-Marie Borras from France attended the World Youth Conference in Barcelona. In Sheffield, England, in May 1985, a European Regional Conference was held, taking as its theme "The Young European".

IFHE tries to ensure that it is visible and that its views are made clear at all the major UN headquarters. We have no money to ensure this representation and therefore we have to rely on our local volunteers. Their work is coordinated by the IFHE Programme Committee on Links with the United Nations, chaired by Monica Tupay.

In 1986, the International Council of Social Welfare will hold a Conference in Tokyo. Our Executive Member from Japan, Chiyono Matsushima, will represent IFHE.

Work is in hand to contribute to a workshop for "Family in Crisis" as part of the activity of the UN Family Working Group. Our Women in Development Programme Committee has accepted responsibility for this. The Links with UN Committee is preparing a leaflet on the Contribution of Home Economics to Family Life Education which will be available for other NGOs. We are also planning activities for the International Year of Shelter and the Homeless, in 1987. We co-operate whenever possible with other international organizations whose interests are close to our own.

Action by Regions

The development of regional activities over the last few years has been heartwarming. In all regions, great attempts are made by the more prosperous countries to understand the needs of their less affluent neighbors. Your own region has strengthened its links with South America in many ways and hopes to do more in the future.

The Asian Region has developed a strong and active organization which, since its inception in 1983, has held profitable meetings in Japan and Korea involving all the countries in the region except Pakistan and mainland China. As a result of excellent work by Rosaan Kao in Hong Kong, contact has been established and visits exchanged with China.

The Pacific Region, with all the small, scattered islands in the Pacific Ocean, keeps contact by a regular slot on the PEACESAT satellite, a truly modern method of communication. Funding has been found to bring some home economists from these remote islands to Australia for the Australian Triennial Conference this year. The African region, with all its problems, has made great strides in organizing itself into sub-regions and was, of course, involved in the Decade of Women in Nairobi.

The European Region, while not suffering from the areas of acute poverty such as is found in the Third World does have social problems of its own, related to more urban societies. There is much interchange between the five sub-regions, despite the language problems; conferences and seminars florish in France, Germany, Scandinavia, and the United Kingdom. There is delight at the development in the Mediterranean sub-region, especially over the recent achievement of degree status for home economics in Greece.

Action by Countries

As laid out in our plan of action we hope countries will seize every opportunity to involve themselves in international work related to home economics. Canada has set an excellent example by its "Operation Twinning", which goes from strength to strength.

Recently, in my country, we have been able to co-operate with the British Council, who are organizing further education courses for women food producers from developing countries. As a result of the Nairobi Conference they discovered that no further training was available for women, despite the fact that they do almost all the farming. It was also discovered that the only women working at grass roots level with training were home economists who could avail themselves of higher education. As a result, an officer of British Council joined the IFHE Executive and Program Committees in Bristol in January to exchange views with all our colleagues, especially those from developing countries.

We hope countries will seize every opportunity to involve themselves in international work related to home economics.

Program Committees

These are groups of volunteer home economists from all parts of the world who meet annually at the time of the Executive Committee Meetings and also during Council. Each Committee is chaired by an Executive Committee Member who brings recommendations to the Executive. They further the work in international areas of concern to all home economists. The Committees are: Links with the UN System; Women and Families in Development; Food and Nutrition; Family Resource Management; Home Economics Education and Training; and Research.

The current work of these first two Committees has been described under activities concerned with the UN. The Food and Nutrition Committee is preparing a project in the Cameroun to improve the nutritional standard of families in this area. A preliminary study has been done and the findings summarized at the meeting in January 1986. A further questionnaire has been prepared for completion by March 1986, when members of the group will meet to formulate further procedure.

The Family Resource Management Committee is considering relationships between home economists and consumer organizations, as well as planning a workshop for the 1988 Congress. It is also evaluating computer software for consumer education purposes.

The Home Economics and Training Committee is preparing a statement on the justification of home economics education and has a questionnaire in draft form on professional training for home economists. Much effort is going into planning a Book Fair for the Minneapolis Congress. The Research Committee is actively involved in planning the Research Program for the 1988 Congress, planning the sessions, and arranging for the call for papers and their selection. Thought is being given to the publication of abstracts and the topic areas to be considered. The importance of worldwide research in home economics is well recognized by IFHE as giving academic respectability to our subject.

Individual Action

After reading this will you consider joining IFHE, either as an individual or student member, or as a member organization? I can assure you that you will gain immense satisfaction from sharing your professional expertise with colleagues from all parts of the world. Much of the most valuable exchange goes on at the person-to-person level. It is difficult to describe the camaraderie which develops between home economists. Lifelong friendships are formed. You need to experience this first hand. See you in Minneapolis in 1988. ☐

Prevention of Children's Sleepwear Burn Injuries

(Continued from page 127)

home economists also can play an important role in helping to reduce tragic accidents, particularly with respect to home sewers whose children will not be protected by the regulations.

The majority of Canadian consumers are not aware that children's clothing of all types can burn when brought into contact with an ignition source. When purchasing or making products, they do not consider flammability performance characteristics which can be significant to the safety of their families. Home economists, as professionals concerned with the quality of life of consumers, have an opportunity to help prevent burn injuries by educating and informing consumers about the fire hazard associated with children's sleepwear and clothing. If consumers were aware of how to choose or make garments of reduced flammability, basic fire prevention procedures, and the correct response to a clothing fire, many of these tragic accidents could be prevented and, where accidents did occur, their severity could be significantly reduced. Consumer education combined with legislation to remove high risk products from the market can provide a balance between protecting the consumer's right to safety and the individual's freedom of choice. ☐

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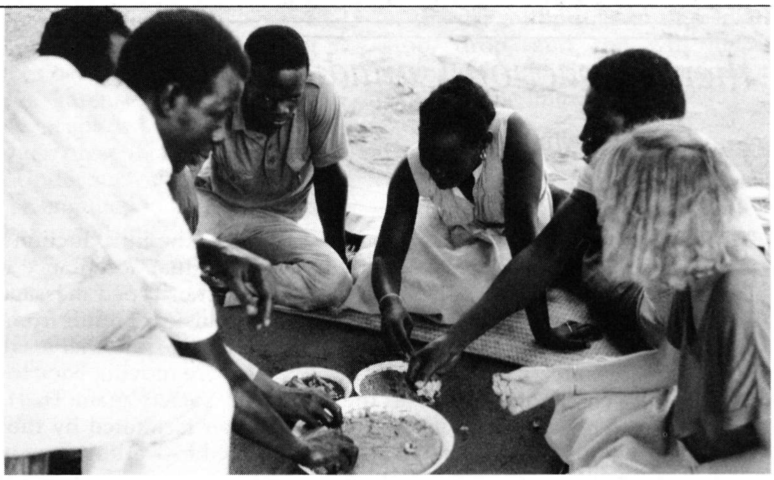
A Third World Health Education Experience

In Retrospect

Effie Henry



Henry eating a typical Sudanese meal with her students.

Nutrition education and the involvement of the community in health are essential components of primary health care in developing countries. For this reason, nutrition and health were incorporated into the training program of Community Development (CD) Officers in Southern Sudan, East Africa.

The Amadi Rural Development Training Institute (ARDI) trained, for 9-month periods, senior secondary school leavers, 90% male, in a variety of subjects: agriculture, accounting, co-operatives, appropriate technology, administration, crafts and nutrition and health. On graduation most were employed by the Sudanese government as CD Officers whose nebulous role was to promote self-help community endeavours in rural and urban areas.

To instruct the nutrition and health component of the training program, a nutritionist, myself, arrived at ARDI, Southern Sudan in September of 1980 armed with the latest papers from the Institute of Child Health, University of London and lots of irrelevant knowledge of Western lifestyle and cardiovascular disease recently acquired from the University of Manitoba Graduate School.

Abstract

This article outlines a nutritionist's experience as an instructor for a training program in Southern Sudan. The assessment of local food habits and nutritional status, the development of the nutrition training program, and difficulties encountered are discussed.

Résumé

Cet article dépeint l'expérience d'une diététicienne chargée d'un programme de formation dans le sud du Soudan. L'évaluation des habitudes alimentaires de l'endroit, la valeur nutritive des aliments, l'élaboration du programme de formation en nutrition et les difficultés éprouvées sont autant de questions que l'article aborde.

Effie Henry holds a BScHEc from St. Francis Xavier University and a MSc from the University of Manitoba. She spent 2 years as a Nutritionist with CUSO in Southern Sudan, East Africa and is currently a Community Nutritionist with Central Vancouver Island Health Unit, Nanaimo, British Columbia.

To give some perspective of the adaptation required to work in this poor country it is necessary to relate that there were only 9 kilometres of paved highway, no telephones or telexes and that most people had no electricity, running water or methods of transport except by foot. Also, events were scheduled on a daily, and in some cases yearly, rather than hourly time schedules, affectionately called "Sudan local time". Certainly progress must be evaluated in this context.

Local Assessment

Initially a nutrition survey was conducted in Amadi Village, with the assistance of the trainees, to assess the nutritional status of at least the children (Moru tribe), to collect information on food habits, and to determine possible cause of nutritional problems. Approximately 20% of the 45 children surveyed were below the 5th percentile (weight for age) on World Health Organization (WHO) growth charts. Information on the food habits of other tribes was obtained from verbal and written accounts of the CD students. The food habits were remarkably diverse.

Some possible reasons for the existence of malnutrition in children were:

- infrequent feeding (one or two meals/day);
- the late introduction of solids (usually after 8 months);
- the bulk of the diet with a typical meal consisting of asida and moula—a thick porridge of sorghum flour served often with a quite watery sauce of green leaves and peanut butter;
- abrupt weaning from the breast;
- poor sanitation and hygiene resulting in parasite infestation; and
- food shortages particularly among families employed outside the family unit.

In addition, many villagers did not associate poor nutrition with poor health, and malnutrition was often attributed to other causes.

Nutrition Program

Based on this and other survey material compiled by the Project Development Unit, Yei River District, Sudan, 1979, a syllabus was devised which was continually tailored to match the perceived needs of the people. The research of David Morley, D.B. Jelliffe, Maurice and Felicity King, and G.J. Ebrahim, all experts in tropical nutrition, supplied the basic theoretical information.

(Continued on page 113)

Automated Teller Machines

their impact on Canadian families

Sue L. McGregor

Home economics always has been deeply concerned with the rights and responsibilities of families and individuals in the complex, evolving Canadian marketplace. A major concern of this decade is the rapidly changing status of the Canadian payment and money system. The payment system of the Canadian marketplace has evolved gradually through the years as society moved from a self-sufficient to a production-dependent society, in which the consumer transaction was born.

Abstract

The payment system of Canada is evolving and with it the money management concepts of the family. The electronic fund transfer system is an innovative system designed to automate and computerize the flow of money. This paper addresses the issues relevant to the implementation of automated teller machines and their impact on the family and home economists during this transition period.

Résumé

L'évolution du système de paiement qui se produit actuellement au Canada entraîne dans son sillage une transformation du concept de gestion financière appliqué à la famille. Le système électronique de transfert de fonds est une innovation dans les domaines de l'automatisation et de l'informatisation des mouvements de l'argent. Le présent article se penche sur le phénomène des guichets automatiques et sur leurs conséquences pour la famille et les économistes familiaux durant la période de transition.

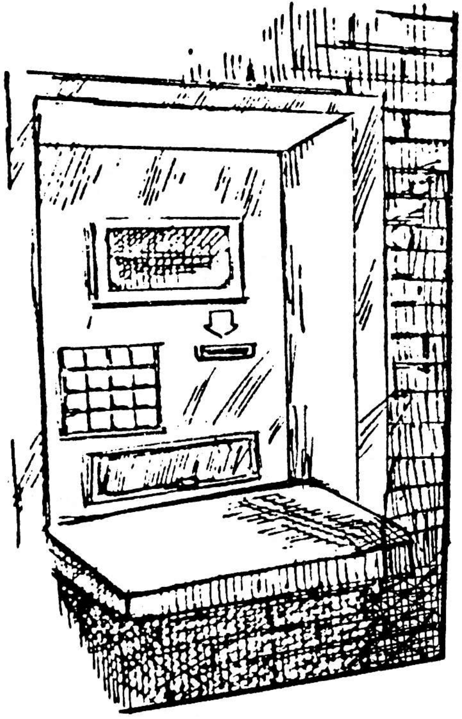
Sue L. McGregor has a BSc (Home Economics) from the University of Prince Edward Island and an MSc (Consumer Studies) from the University of Alberta. She is currently a lecturer in consumer studies, and clothing and textiles at Mount Saint Vincent University.

After the introduction of cash came the gradual acceptance of cheques, a written or typed message authorizing the transfer of funds from one person's account to another's (Weiner, 1984). We were moving back towards a "less cash" society again. This transition was further facilitated by the introduction of credit — a buy now, use now, pay later promise. The flow of money in the Canadian payment system was definitely changing and an even bigger change was on the horizon. Canada was to commence the transition towards a totally "cashless" society via the implementation of the electronic funds transfer system (EFTS). The EFTS is an innovative technique designed to automate and computerize the flow of money in Canada (Electronic shopping studied, 1984).

There is an interesting, progressive history of the EFTS. Banks went "on line" in the 1950s with the installation of massive main frame computers (Q's & A's, 1983). This computer was then eventually linked to each independent branch. The introduction of preauthorized billing; insurance and mortgage payments; and direct deposit of payroll cheques, government pensions, and interest cheques to customer's accounts followed. Cash dispensers were introduced enabling the consumer to either deposit or withdraw from one account. This innovation was followed by the introduction by the banks of automated teller machines (ATMs). The first ATM was installed by the Canadian Imperial Bank of Commerce in 1969, followed by the Royal Bank in 1972. It took almost a decade for the use of ATMs to accelerate. As of July 1984, there were 2,623 ATMs in Canada and a projected 3073 by January 1985 (Mittelstaedt, 1985; Money talks, 1984).

Automated Teller Machines

An ATM, a computerized outlet that replaces human tellers, (Finlayson, 1984) is but one facet of the EFTS. The



EFTS facilitates the movement of funds electronically, hence the name electronic funds transfer system. Banks introduced ATMs as a method to cut costs and draw customers. It costs the bank an average of $.70–$1.70 to clear one cheque in the pen and paper system; ATMs cut that cost in half (Consumer Sovereignty, 1984). As well, a human teller can handle approximately 2,500 transactions per month while a machine handles nearly four times this number (Block, 1984; Mittelstaedt, 1985; Q's & A's, 1983). A concern of the Consumers Association of Canada is whether these cost benefits are being or should be passed onto the consumer (Hall, 1985).

ATMs epitomize the use of electronic technology in the Canadian payment system. But, with each innovation in the consumer marketplace, there are unforeseen, unpredicted problems and issues that confront the introducer of the innovation (in this case the banks and other financial institutions) and the adopting consumers. Thirty-five percent of all households now use ATMs and it is projected that the numbers will increase to 50 percent by 1990 (Thomson & Holmes, 1984). This paper addresses the most significant issues that are evolving as a result of the introduction and diffusion of ATMs and the potential impact of this payment system on families and individuals as consumers, their purchasing behavior, and their marketplace rights and responsibilities. This technology can have wide range financial, legal, and social effects (Pfeiffer, 1982).

Issues and Impact on Consumers

Depersonalization. Depersonalization is a grass-roots, key issue (Electronic Banking, 1982; Mears, McCarty, & Osborn, 1976). The personal identification number (PIN) replaces the personal signature and the consumer loses the personal contact. Banks currently offer both services but plan to eventually utilize ATMs predominantly for reasons of efficiency and cost savings. Research is being conducted by the banks to develop more personal identification methods such as hand prints, retina scan or voice imprints (Greguras & Sykes, 1980) in hopes of offsetting the depersonalized aspect of the PIN. Consumers want to be able to have access to the tellers and Hall (1985) maintained that this choice should be available regardless of the EFTS.

Improper use. Consumers are often unfamiliar with the actual use of the machines and are therefore intimidated from using them for banking transactions or use them improperly or inefficiently. The responsibility for the use of the machines should be shared equally by the consumer and the bank. The latter must provide or offer instruction and the consumer must seek information on how to use the ATM.

Loss of money consciousness. There is the potential for the consumer to lose money consciousness (Uhlaner & Krannick, 1975). In order to manage money successfully, there must be a constant awareness of money earned and money spent. Users of ATMs may often fail to save receipts, check their statements or keep track of non-cash transactions (McGregor, 1985). The implications for family financial complications are obvious and should be made salient to those involved.

Information documentation. Related to money management is the issue of information documentation on the ATM receipt. This documentation often includes the type of transfer (withdrawal, deposit, etc), the dollar amount involved, the date, account numbers, and the location of the terminal (Churaman, 1984; MacDonald, 1984). There is often an account update. How many families realize that so much information is there? How many use if for budgeting or record keeping purposes?

Personal safety. The consumers' personal safety while using ATMs during non-banking hours is a concern (Mears, McCarty, & Osborn, 1976). The bank's responsibilities are to ensure that the sites are wéll lit, highly visible, locked with access only by an ATM card, and free of shrubbery and curtains. Consumers should not linger counting money but rather be alert, have their card ready and upon completion of the transaction, put money away and enter the transaction in an appropriate record book (cheque book) once safely inside their vehicle (Money talks, 1984).

With each innovation there are unforeseen problems.

Privacy. Consumers also are concerned (or should be) with the issue of privacy due to the accumulation of financial data maintained "on line" and its ease of accessibility. There should be an awareness of the necessity for protection of confidentiality, accessibility (by bank employees, governments, etc.), and release of information (Ohlaner & Krasnick, 1975; Toulin, 1982). As well, the bank's agreement to share equipment with other institutions on an Automated Banking Machine network raises concerns about client confidentiality (Hall, 1985). The banks counter this allegation by claiming that their track record in the past regarding consumer client privacy and confidentiality is fine. Why should ATMs change anything (Q's & A's, 1983)?

Evidentiary issue. The ATM receipt plays another significant role. In the case of disputes, cancelled cheques are currently allowed as evidence in the courts. Will electronic tapes or receipts be allowed as well (Pfeiffer, 1982)? This evidentiary issue (ie. evidence of transaction) has far-reaching implications in error resolutions between the consumer and the banks (Toulin, 1982).

Access. Several other issues are interrelated and need to be jointly discussed. These include issuance of access cards, issuance and protection of one's personal identification number (PIN), security, unauthorized transfer of funds (fraud), and error resolution procedures. Access cards can be obtained several ways. Usually they can be applied for at the bank and then picked up there or mailed to the consumer. If cards are lost, consumers should report the loss as soon as possible. The consumer also needs to be cautioned to not write a PIN down anywhere nor tell it to anyone, but rather to commit it to memory. A thief has no access problem if the PIN is written on the card or on a piece of paper in the wallet. More appalling are statistics that reveal that 33 percent of fraud when using ATMs is by a family member (Guard your card, 1984; Mittelstaedt, 1985). Although the EFTS should not impair the safety and soundness of a person's funds, unregulated issuance of cards and issuance and protection of PINs present that threat. These issues have not been clarified nor are all consumers aware of these issues (McGregor, 1985).

Error resolution. The issue of error resolution procedures are in the same predicament. Will the bank or the consumer be responsible for equipment or system failure malfunction? As it stands now, when consumers sign the card they are acknowledging that they have read the cardholder agreement that states that the bank is not liable for any failure in the operation of their ATM units (MacDonald, 1984). Instead, the consumer is! It is suggested not to put cash into an ATM because the printed receipt is not considered proof of deposit (Quinn, 1984). If a computer malfunction erases the record, you may be out the cash you just deposited (Quinn, 1984). The Canadian banks also assert on this agreement that their records are presumed to be correct and binding (MacDonald, 1984). So, although consumers are obligated to verify their statement within 30 days of receipt, the banks presumption of correctness negates the 30-day grace period (MacDonald, 1984). Even if consumers did wish to pursue the grievance in the courts, what access to the computer tapes will they have? Who will pay for the cost of retrieving this information? How will the investigation procedures be conducted (Pfeiffer, 1982)? There are no concrete guidelines established regarding the issue of error resolution to this date.

Rights and responsibilities. There is a necessity for disclosure to the consumer of their rights and responsibilities when using ATMs, and the financial institutions' obligations (Einhorn, 1979). All of the issues discussed herein should be communicated to the consumer (perhaps attached to their card agreement). This would enable them to make informed decisions in the electronic marketplace. As it is, the banks are criticized for not effectively fulfilling this responsibility, and the consumers are faulted for not asking for the information.

When is money considered deposited? Another major issue concerns when the money is considered to be deposited (Budnitz, 1980). Is it when the envelope goes into the machine or when the bank employees verify the contents of the envelope? A debtor-creditor relationship exists if the bank is considered to start processing the deposit as soon as the envelope is fed into the machine (Budnitz, 1980). This means that the consumer lent the money to the bank and the bank is liable for the funds (in the case of theft or system malfunction). The bank is in debt to the consumer. Conversely, a bailor-bailee relationship exists if the bank takes possession when the money is counted to verify (examine and count) the deposit in the envelope. In this case the bank and consumer are viewed as mutually benefitting from the transaction — the bank holds the money, collects interest, and uses it for investments against money lent to you in the form of withdrawals (Budnitz, 1980). Although it is not in the card agreement, the Canadian banks assume the latter position — that is the money is deposited when they verify the contents of the envelope. This is likely a safeguard against the occassions when unscrupulous consumers who deposit empty envelopes, post-dated cheques or a different sum of money than indicated on the transaction. Consumers on the other hand, can wrongly assume it is deposited when the envelope is inserted into the machine (McGregor, 1985) and therefore are confused and angry when they immediately try to withdraw funds and are told, by a machine, that the account has insufficient funds. More importantly, in the event there is any type of theft at the ATM unit, as it stands now, because the bank has not verified the contents of the envelope, the consumer is liable for the stolen money (Moss, 1985).

Consumers must be able to make informed decisions in the electronic marketplace.

Recommendations and Suggestions

The use of ATMs has become so widespread and is such an important part of the consumer's banking procedures that the United States Congress found a need for federal legislation to regulate ATMs (Budnitz, 1980). In November, 1978 they signed into law the EFTS Act.

Canada has yet to draft similar legislation. Instead, although the balance of rights and liabilities is weighed heavily in the banks' favor (MacDonald, 1984), the Canadian government has elected to adopt "a wait and see attitude" with regard to passing relevant consumer protection legislation (Lambie, 1979). They see legislation as a last resort (Lambie, 1980). The Canadian Bankers Association argues that regulation of electronic banking should be minimal (Toulin, 1982) and that existing legislation is sufficient.

There are those that understandably disagree with this attitude. It is known that banking legislation falls under federal legislative jurisdiction, while consumer protection is basically a provincial responsibility (Pfeiffer, 1982). There are however, options available to accommodate both levels of government and serve the consumer. The Canadian government could model the American EFTS Act or draft its own. Individual provinces could enact and legislate their own legislative control (MacDonald, 1984). Related legislation could be amended so it protects consumer's rights to security, privacy, liability, evidency rules, confidentiality, error resolution, and redress (Electronic Shopping Studied, 1984; Grace, 1984; Lambie, 1984; Toulin, 1982). Suggestions for amendments include the revision of the Evidence Act regarding computer generated records for evidence, revision of the Human Rights Act regarding privacy of individual financial records (Privacy Act and Access to Information Acts are new pieces of legislation pertinent to this issue) (Pfeiffer, 1982). There conceivably could be revisions of the Combines Investigation Act regarding using these machines for advertising. The banks could assume more burden of proof and liability given that it was they who marketed this electronic innovation as a necessity — they created a consumer need and then failed to sufficiently fulfill that need (Hall, 1985).

Consumers could assume the responsibility of demanding and seeking information regarding the use of ATMs — an active rather than passive role in the marketplace. To do this it is imperative that the consumer be informed and educated about the ongoing transition in our money transfer system. Armed with this information, consumers will be able to understand and contribute to the evolution of a wider range of financial options and services available to them in the world of electronic banking.

Conclusion

It is evident that consumer education is essential if the EFTS is to benefit the Canadian consumer and family (Electronic Shopping Studied, 1984; Hampton, Greninger, Kitt, & Bouton, 1985). Fortunately, the home economics profession is capable of fulfilling the role of facilitating the evolution of this change in the Canadian payment system to the families' benefit. Home economists should be encouraged to monitor events related to the EFTS because they are happening so quickly. In January, 1986, a shared network called Interac is to be implemented by Canada's five major banks to enable consumers to access their account for cash at any ATM at any of the major banks (ATM's — Those amazing money machines, 1985). Home economists could integrate EFTS concepts into the junior and senior high, and university curriculums and education programs. Some

home economists may be equipped to lobby for adequate legislation and regulation of the use of ATMs. Others may choose to conduct empirical research to study the phenomena (McGregor, 1985) or develop theoretical conceptual frameworks upon which to study the phenomena (Churaman, 1984).

Whatever role we assume, it must be realized that the evolution of the Canadian payment system is inevitable and presents an exciting challenge to the Canadian family and to those dedicated to sustaining the quality of family life. □

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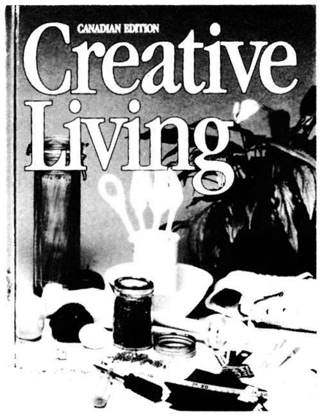

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Free-Lancing

A Career Alternative

Helen R. Skwarok

New challenge and opportunity are attracting an increasing number of Canadian entrepreneurs to the world of self-employment and free-lancing. In fact, in a 1982 government study of 275 women proprietors, challenge and the lure of being your own boss were ranked as the two most significant reasons for starting a business (Cook, 1981). Home economists are part of this growing trend.

Abstract

Free-lancing in home economics is a fledgling industry in Canada. Changing technology, job specialization, and a strengthened emphasis on Canadian content create opportunities for free-lance home economists in a consulting capacity. This article discusses the steps involved in establishing a successful free-lance business and the need for free-lance home economists in business to share information and work together for the betterment of the profession and to protect the public interest.

Résumé

Le travail de pigiste en arts ménagers est une industrie grandissante au Canada. La technologie en évolution, la spécialisation des travaux et une importance accrue du contenu canadien, suscitent des occasions pour les experts pigistes en arts ménagers d'agir à titre de consultants. Cet article précise les étapes impliquées dans l'établissement d'une entreprise réussie de pigiste et le devoir pour les experts pigistes en arts ménagers dans les affaires de partager leurs connaissances et travailler ensemble pour le mieux-être de leur profession et protéger l'intérêt du public.

Helen R. Skwarok is President of Practical Solutions Ltd., Consulting Home Economists, and Chairman of the Ontario Home Economist in Business Association. Over the past 15 years Helen has worked in a variety of positions as both a corporate and a free-lance home economist. She holds a Diploma in Home Economics, Certificates in Marketing Management and Advertising from Ryerson Polytechnical Institute, Toronto and is completing a BAA in Foods Nutrition Consumer and Family Studies at Ryerson.

According to Statistics Canada, the number of self-employed workers rose to 933,000 in 1981 from 849,000 in 1977 and, from all indications the numbers are continuing to increase. Economists generally cite the shift towards self-employment as a side effect of the growth of the small business and service industry sectors. In this age of specialization, few firms can afford to employ a large support staff of specialists on a full-time basis.

In Canada, most corporations do not have full-time home economists on staff. Instead they rely heavily on services provided through American and/or foreign head offices or through free-lance Canadian home economists. With growing emphasis on Canadian content in all industries, there are increasing opportunities, particularly in major centres, for the free-lance home economist to act in a consulting capacity. Essentially, free-lancing means working as an independent on a job-by-job basis for a variety of clients. The contemporary home economist is an educated individual who has experience in government, education, or business, who actively promotes improved quality of life for individuals and families. Free-lance home economists work in the following areas of expertise: *art design & printing; catering; clothing & textiles; cooking schools; consultation; consumer/customer relations; education; food styling for photography and television; french translation; nutrition; media; product development & testing; product demonstration & promotion; public relations; recipe development; research; sales & staff training; sensory evaluation; shows & exhibits; teaching & lectures; and writing.*

Working with clients in evolving a project from creative concept through to practical application, the particular skill of the home economist is the ability to analyze the client's objectives along with the needs of the end-user or consumer and develop mutually acceptable solutions.

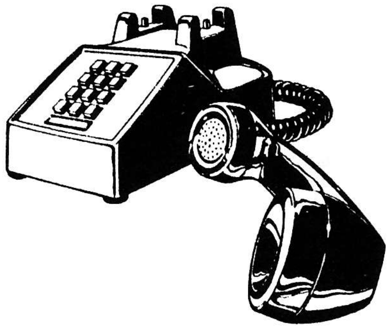
Is Free-Lancing For You?

To make a living at free-lancing, you must be a well-rounded person with good sense for business. Such persons must be willing to take the risk of trusting their own instincts and be prepared to succeed or fail according to a self-imposed and regulated code of ethics.

A full-time employee in a corporation has a clearly defined job description and set hours in which to conduct their duties. As a free-lancer, such discipline is self-imposed. Also, as an employee there is the benefit of the company contribution to income protection programs such as Unemployment Insurance, the Canada Pension Plan, Workmen's Compensation, and company pension plans. These contributions protect the employee from loss of income due to disability, unemployment, age, or death. As a self-employed person you must take the direct responsibility for arranging and paying for insurance and pension plans to protect income from these same threats to financial security.

Free-lancing is an intense way of working. It requires highly developed skills in organization and time management.

- You must constantly reorganize your time to perform each assignment on a demand basis and still manage the routine of running your business and home life.
- You need experience in a specialized area that is in demand. That experience must be complemented by flair — you must do what you do well. Many free-lance home economists have the skills to work in more than one area of expertise. However, a word of caution — approach projects in unfamiliar areas with care. One of the most difficult aspects to free-lancing is determining accurate time and cost estimates. If you misquote either, you could easily lose money.



• You should know how your specialty fits into the marketplace, who needs it, and what it is worth. This takes a great deal of introspection and research.

• You must know yourself well enough to select a field that you enjoy and that matches your skills and abilities. The selection, however, must also be one that will experience growth as consumer trends and changing lifestyles continue to evolve.

You must be confident and self-motivated in order to market your skills actively. This means overcoming any reluctance in approaching your chosen market and talking about yourself and your ideas. There is no pay cheque at the end of the month unless you get out there and sell.

Planning Your Business Takes Time

Free-lancing is an alternative career choice. It is a business not a hobby. Like any business it needs planning. Research has shown that successful new business owners spend between 6-10 months to research and prepare a business plan, using the services of professional advisers such as lawyers, accountants, and bank managers. Business-related courses in management, financing, and marketing; and related readings on how to set up a small business are essential. Many considering entering the free-lancing market test the waters on a part-time basis before taking the plunge of leaving a full-time job.

The foundation for your decision to go into free-lancing should be built upon the information collected for your business plan, describing details of the business: the products, the markets, the people involved, and financial needs and objectives. Here, you will clearly see the strengths and weaknesses of your overall planning (Lulow, 1984). For example, is there a large enough market for the kind of service you plan to offer? What economic, social, technological or regulatory trends will affect the maintenance and growth of your business? Who is your competition and can you deliver the same service at a competitive price? Is the time and cost required to achieve a marketable service in line with your goals and financial expectations?

Public Image

Assuming your research indicates a high potential for your free-lance business, the next step is to begin the search for clients. Former employers, suppliers, other established businesses, and other free-lancers are common starting places.

To present yourself as a professional consultant, you should have a business card, your own telephone — separate from that of your family, and a telephone answering machine or service. The telephone is your business lifeline.

The telephone is your business lifeline.

To get that phone to start ringing, people must know that you exist and are available to help them. Put together a portfolio of your past work as examples of what you can do. If you have limited experience, don't try to fool yourself or potential clients. You should associate yourself with somebody who is experienced until you have some successful projects to present as case studies.

Select a number of professional associations related to your field of expertise and join them. Include professional home economics associations, such as the Canadian Home Economics Association (CHEA) and your provincial Home Economist in Business (HEIB) association. Through such associations you have the opportunity to develop a network of colleagues in many occupational settings across the country. Go to meetings, and get to know the people who not only do what you want to do but the people who buy that service as well. The first group have already established guidelines on how things are done in your industry and can become a source of human resources when you need to sub-contract other free-lance professionals. The second group could become your clients.

Have your name listed in as many related professional directories as possible. You will be surprised at the number of times calls come from a new client who has phoned down a list of names in a directory looking for a consultant who can complete a project in a difficult timeframe.

The contemporary home economist is considered to be a professional, but we have all experienced situations in business where it is evident that some have not shared this common viewpoint — undoubtedly due to the fact that we are not officially recognized by government as a registered profession. This fact can affect our credibility at times in the workplace. Because home economists are not registered, they legally do not have exclusive right to the title "home economist" (CHEA, 1983).

Free-lance home economists have often complained that they have lost out on projects to persons who are not qualified home economists but who charge less. Many in industry do not understand what a home economist is and does. They mistakenly think that their wife or a demonstrator or the photographer's assistant can do the job as efficiently as a professional. Free-lance home economists have the responsibility of educating clients about the risks involved in using unqualified home economics practitioners. These include risks to health through misinformation from unreliable sources and false claims concerning nutrient content; food safety; and misrepresentation in food styling for advertising. Risk to economic well-being of individuals and families through poor advice on the selection and use of food, clothing, housing, household supplies, and equipment; and unwise recommendations on management of resources are also real (Watson, 1985). A home economist understands these risks and knows how to avoid them.

A free-lance home economist is skilled in analyzing the objectives of the client and has the ability to deliver a product or service that meets those objectives legally and safely. A professional is an expert in transforming a concept to reality through effective research, testing, and consideration of the end-user.

Working From Home

Many free-lancers work from home to lower their overhead and gain tax benefits. Whether you own or rent, the cost to acquire and maintain that part

of your home used for business is tax deductible. Home economists can claim office space, kitchen or other workroom, and storage room.

Other expenses shared between business and personal use such as utilities, taxes, mortgage interest, insurance, depreciation, landscaping costs, moving expenses, repairs, and maintenance can also serve as tax deductions on a percentage of total use basis. If you plan to work from home you must set up some ground rules first. Family, friends, and neighbors must understand that your space, equipment, and supplies are not for use by everyone. Maintaining the integrity of your time can be more difficult at home than at an outside office. Impress upon yourself and those close to you that you are not there to make snacks, do the laundry, help with homework or entertain the neighbors during your working hours (Pickens, 1981). Organize your day to accommodate all non-work activities into specific blocks of time. Reserve all other time for work. Discipline yourself to get up and start working by 9:00 a.m. each day. Working at home evenings and weekends is required from time to time in some areas and on a regular basis in others. This puts a further demand on your self-discipline and organizational skills. You must find a way to work while those around you are on free time. If the type of business you are considering requires a lot of traffic to and from your home or if the amount of traffic already in your home prevents you from getting your work done, you should consider leased space outside the home.

How To Set A Daily Rate

Thirty-six percent of failed owner/managers in a study on new business starts, expected to make barrels of cash in the short term. The anticipated annual salary most often quoted in this group was $40,000 (Cook, 1981).

In contrast, most surviving new enterprises start their business with modest expectations of income. They are prepared to be patient for signs of business success. You must have savings, a supplementary income or financial backing to guarantee a cash flow. During the first year business will be slow. It takes time to get known and build up a reputation for reliable work.

While experience and professional skills determine the specific rates that an individual charges, The Association of Ontario Home Economists in Business supports a *minimum* rate of $25 per hour (see example below) for experienced qualified home economists and $15 for assistants. The client should be charged for time spent in pre-production or briefing meetings, research, shopping, preparation and, in some cases, travel. Out of pocket expenses should also be billed back to the client. It is not uncommon to request an advance to cover these expenses. If working in a production industry where time-and-a-half and double-time are charged by other professionals, time-and-a-half should be charged for overtime and Saturdays, and double-time for Sundays and after midnight.

In many cases the free-lance home economist is reluctant to charge the going rate for fear of losing the potential contract. In reality, the free-lancer cannot afford to charge less than the going rate and stay in business without the support of a supplementary income. The daily rate must reflect the true cost of doing business.

Shenson (1980), in his *Successful Consultants Guide to Fee Setting*, offers the following formula for setting a day rate. The daily billing rate consists of: daily labor rate, overhead, and profit.

Daily labor rate. The daily labor rate is established as an individual's value as a labor commodity ÷ 261, where 261 is the number of working days in a year, less 52 weekends (365 − 104 = 261); and where the individual's value as a labor commodity is assessed as the gross annual salary that person could command as a paid corporate employee. For our example we have selected $24,795, hence $24,795 ÷ 261 = $95.

Overhead. Overhead for independent free-lance people ranges from 80-150 percent of the daily labor rate. For our example we have selected a conservative 80 percent.

Profit. Profit should be between 10-20 percent before taxes. For our example we have selected 15 percent.

Example.

• Daily labor rate	$ 95.00
• Overhead 80% of 95	76.00
• Profit 15% of 171 (95 + 76)	25.65
Billing Rate	196.65 or $200
Hourly Billing Rate	24.54 or $25

Other Issues

Many people think free-lancing is a freer way of life. It is, but not because of less restricted deadlines or less responsibility for the quality of your work. Free-lancers entering into a legally-binding agreement in complex projects must make certain that such agreements are detailed on the matter of tasks and responsibilities for both parties and are specific on the questions of timing, cost, and contingencies. Engage a lawyer and talk with other free-lancers to learn what is acceptable in that industry. Other issues such as incorporation, liability insurance, disability insurance, and pension plans should be tailor-made to your circumstances after discussions with an accountant and a lawyer.

The attraction of free-lancing is the desire for personal autonomy and financial independence. Without restricting the generality of the foregoing, free-lancers in like industries need to associate and set industry guidelines and standards. These guidelines and standards are necessary, both for the betterment of the profession and to protect the public's interest. □

A professional in an expert in transforming a concept to reality.

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Prevention of Children's Sleepwear Burn Injuries

Elizabeth B. Nielsen

Abstract

Burn injuries, deaths, and suffering caused by the ignition of children's sleepwear have caused concern among medical authorities, consumer representatives, and government officials for many years. An overview of the problem in Canada and the steps that have been taken to address this problem are presented. Home economists can play a vital role in preventing children's sleepwear and clothing burn injuries by educating and informing consumers about the fire hazards associated with these products and the preventive measures that can be taken to reduce these tragic accidents.

Résumé

Les brûlures, les décès et les souffrances causés par l'inflammation de vêtements de nuit pour enfants inquiètent depuis de nombreuses années déjà les autorités médicales et gouvernementales et les représentants à la consommation. Cet article donne une vue d'ensemble du problème au Canada et décrit les mesures qui ont été prises pour le régler. Les économistes familiaux peuvent jouer un rôle vital dans la prévention de ce genre d'accidents. Ils peuvent renseigner et informer les consommateurs sur les risques d'incendie inhérents à ces produits et sur les mesures préventives qui peuvent être prises pour réduire le nombre d'accidents tragiques.

Exposure to fire has been identified by Statistics Canada as the third leading cause of death to Canadian children under 19 years of age for the years 1979-1982 (Causes of death: Annual catalogue 84-203). For each child who dies from a burn injury, hospitalization or some form of medical treatment is required for many more. The chronic after-effects of the more serious burn accidents can include loss of limbs and facial muscles, cosmetic disfigurement, and psychological sequelae. The severity of any burn injury is dependent upon the depth of the burn (first, second or third degree) and the area of the body that is burned. A child can normally survive a third degree burn over 10 to 15 percent of the body but survival is unlikely if 70 per cent or more of the body is involved. The ignition of clothing produces severe burn injuries and high mortality rates since it is in close contact with a large area of the body and produces sufficient heat when burning to cause third degree burns to the skin that it covers.

The Problem

At least 37 Canadian children under 9 years of age are admitted each year to specialized pediatric burn units for treatment of clothing burns (Stanwick, 1985). A comprehensive analysis of these severe burns, carried out by Stanwick, indicated that 20 to 21 children are severely burned and 1 to 2 die annually due to the ignition of children's sleepwear. These statistics are very conservative since they do not include children over 9, burns treated at general hospitals or emergency units, and deaths prior to hospital admission.

Elizabeth Nielsen received her BHSc and MSc from the University of Guelph and her PhD from the University of Strathclyde, Glasgow, Scotland. Dr. Nielsen is currently a Scientific Project Officer with the Flammability Hazards Division, Product Safety Branch, Consumer and Corporate Affairs Canada.

The opinions and conclusions expressed in this article are those of the author and do not necessarily represent those of Consumer and Corporate Affairs Canada.

Stanwick found that sleepwear burn injuries were equally divided between preschoolers, 1 to 4 years of age, and schoolage children, 5 to 9 years of age. The primary factor which influenced the extent and severity of the reported injuries was the loose and flowing garment styles, such as nightdresses and housecoats worn by females. This is consistent with the fact that eight out of the nine reported deaths were females and females sustained twice as many injuries as males. The other significant factor found to influence burn severity was the ignition source — matches, lighters or stoves.

It must be emphasized that sleepwear and, for that matter, clothing is not inherently more dangerous than many other materials with which children are in daily contact. Most sleepwear burn injuries are the result of children investigating, experimenting, and being careless with ignition sources when parents are not in the vicinity. In the home environment, there are several possible sources of ignition, such as matches, lighters, stoves, and fireplaces. Playing with matches or lighters and climbing on or playing around stoves are the primary causes of sleepwear ignitions involving young children. Children are particularly vulnerable to this type of burn injury because they are often unaware of the existing hazard and their ability to protect themselves is minimal. It is unlikely that accidents can be prevented by removing the ignition sources or by preventing young children from coming into contact with them. An understanding among consumers of the properties that effect the flammability of sleepwear and clothing may help prevent or reduce these injuries.

Sleepwear Flammability

One practical approach to reducing the number or the severity of sleepwear and clothing related burns is the choice of garments that present a lower fire hazard. The ease of ignition, rate of flame spread, and ease of extinguish-

ment of children's sleepwear and clothing are dependent not only on the fibre and fabric from which such garments are produced but also on the design of the garments.

Fibre flammability. Textile fibres that potentially could be used in children's sleepwear and clothing fall into four major categories with respect to their flammability characteristics:

- Fibres that ignite easily, burn rapidly and are difficult to extinguish include cotton, linen, rayon, cellulose acetate and acrylics.
- Fibres which are difficult to ignite, burn slowly, and tend to melt include nylon, polyester and spandex.
- Fibres which will not continue to burn once the ignition source is removed include modacrylics (eg. Verel, Dynel) and Cordelan.
- Fibres which are difficult to ignite and tend to self-extinguish include wool and silk.

By choosing or making sleepwear and clothing from fibres which burn slowly or tend to self-extinguish, the severity of the injuries can be reduced. If a fibre self-extinguishes or propagates a flame slowly, the victim or parent will have time to react to smother the flame and the area of the burn will be limited.

Fabric flammability. The fire hazard associated with sleepwear or clothing is also influenced by the construction of the fabric. For example, lightweight fabrics tend to burn faster than heavyweight fabrics and loose open weave fabrics burn faster than tightly woven fabrics. Moreover, flames tend to spread more quickly over fabrics that have a raised fibre surface such as flannelette.

Flammability and design. The flammability hazard presented by sleepwear and clothing produced from the same fabric may vary considerably depending on the design of the garment. Loose and flowing garments, such as nightgowns and robes, with wide sleeves, skirts, and ruffles are of particular concern. These garments are more likely to swing away from a child and accidentally come into contact with an ignition source such as a fireplace or a stove. Moreover, if ignition does occur, the ensuing fire is much more intense and extensive since flame propagation is enhanced by the oxygen present on both sides of the fabric. Under such circumstances a child can be engulfed in flames within 30 seconds. Snug fitting garments with fitted wrists, ankles, and waists are less likely to contact ignition sources and burn more slowly if ignition does occur. The limited supply of oxygen and the closeness to the body inhibit the flame spread and reduce the extent of the injury.

Safety Precautions

Choosing or making sleepwear and clothing from fibres, fabrics, and designs which burn slowly or self-extinguish can help reduce the severity of related burn injuries. In practice, this would mean that consumers who prefer garments made from flammable fibres, such as cotton or rayon, could reduce the fire hazard by selecting or making garments in safer snug fitting styles. On the other hand, consumers who prefer loose fitting garments could improve the safety of these garments by selecting fabrics that burn slowly or self-extinguish. By following this advice, consumers could go a long way in protecting their children from severe sleepwear or clothing burn injuries.

The most effective method for dealing with garment related thermal injury is prevention of ignition. In order to reduce the number of accidents involving sleepwear and clothing, parents should be advised to follow basic fire safety precautions, such as keeping matches and lighters out of the reach of children and not allowing children to play around stoves, fireplaces, and heating appliances. Children and adults should be taught that, if ignition does occur, effective steps to extinguish the flames should be taken. Following the advice of the fire authorities to immediately stop, drop, and roll will help to extinguish the fire and reduce the extent of the injury.

An understanding of the properties that effect the flammability of sleepwear and clothing may help prevent or reduce these injuries.

Government Action

Concern over burn injuries caused by the ignition of sleepwear resulted in regulations for children's sleepwear, sizes 0 to 6X, being passed under the *Hazardous Products Act*, in November 1971. These regulations were designed to protect children by removing the most flammable fabrics from the marketplace. However, the sleepwear usually involved in most burn injuries consists of ordinary, everyday articles considered to be of normal and not exceptional flammability.

To reduce the severity of sleepwear burn injuries, the Minister of Consumer and Corporate Affairs Canada announced on October 23, 1985 that he intends to introduce more stringent flammability regulations for children's nightgowns and robes, sizes 0 to 14X. The new regulations will be implemented in March 1987. The test procedure and criteria cited under the U.S. *Flammable Fabrics Act Regulations* (1984) for children's sleepwear will be adopted for children's nightgowns and robes.

These regulations mean that after March 1987, all children's nightgowns and robes advertised, sold or imported into Canada must be made from fabrics that tend to self-extinguish, such as nylon, polyester, modacrylic or Cordelan, when held vertically over an open flame. Cotton, cotton/polyester blends, rayon, and acrylic will still be available in safer close fitting styles such as polo pyjamas and sleepers. The regulations will not, however, protect children whose garments are made by the home sewer since these garments are beyond the scope of the Act.

The Role of the Home Economist

The Canadian Home Economics Association, along with other consumer associations, has been active in urging Consumer and Corporate Affairs to develop new children's sleepwear regulations and accompanying information programs. Individual

(Continued on page 116)

The Family

and technology in the home

W. Lambert Gardiner

Abstract

Two basic concepts of the person — behavioristic and humanistic — imply two basic concepts of human relationships — contractual and intimate. A crucial issue is whether the intimate relationships developed in the home will permeate the larger society, or whether the contractual relationships developed in other social institutions will invade the family. The telephone handset contributes to the former process and the television set to the latter. In turbulent, transition times, intelligent intervention can help ensure that the home, and hence the society, of the future will realize the promises of the new information technologies and avoid the threats.

Résumé

Deux théories de base de la personne — le "behaviorisme" et l'humanisme — supposent deux types fondamentaux de relations humaines — les rapports conventionnels et les rapports intimes. Il est crucial de se demander si les rapports intimes que l'on développe au foyer vont pénétrer dans la société ou si les rapports conventionnels issus d'autres institutions sociales vont envahir la famille. De fait, l'appareil de téléphone est à la personnalisation des rapports sociaux ce que la télévision est à la dépersonnalisation des rapports familiaux. Dans les périodes difficiles comme dans les périodes de transition, une intervention intelligente peut faire en sorte que le foyer de demain, partant la société, réalisent les promesses des nouvelles technologies de l'information et évitent les dangers qui les menacent.

W. Lambert Gardiner is an associate professor in the Department of Communication Studies, Concordia University and Vice-President of the GAMMA Institute, a future-studies think tank in Montreal. He has a BA from Concordia University and a PhD in Psychology from Cornell University.

Two basic concepts of the person — behavioristic and humanistic — are presented in Figure 1 as a system of five interrelated propositions. Note that:

- the basic distinction is between being motivated from the outside in (extrinsic) and from the inside out (intrinsic).
- each proposition within each system implies the next (that is, if *the person has only extrinsic needs,* then *the person is conditioned from the outside in,* and so on).
- each proposition in the humanistic concept of the person denies the corresponding proposition in the behavioristic concept.
- the behavioristic concept of the person culminates in contractual relationships with other people, whereas the humanistic concept culminates in intimate relationships.

Behaviorism	Humanism
extrinsic needs	intrinsic needs
conditioned from the outside in	growing from the inside out
not responsible for behavior	responsible for behavior
extrinsic worth	intrinsic worth
contractual relationships	intimate relationships

Figure 1. Comparison of behavioristic and humanistic concepts of the person.

Since the distinction between contractual and intimate relationships may be unfamiliar, let me make it concrete. You stop on the way home from work to buy some groceries. Your relationship with the grocer is contractual. It does not really matter to you that grocers stock and sell groceries and it really does not matter to them that customers select and buy. You take the groceries home and cook dinner for your mate. Your relationship with your mate is intimate. It *does* matter to you that you are cooking for that particular person you have chosen to live with and it *does* matter that it is you who is doing the cooking.

The crucial distinction is that, in contractual relationships, the people are interchangeable, whereas in intimate relationships, they are not. That is why contractual relationships follow from *the person has no intrinsic worth* whereas intimate relationships follow from *the person has intrinsic worth.*

Some people view relationships as basically contractual. Your relationship with your mate is simply an extension of that with your grocer. You just have a longer *shopping list* which contains psychic goodies as well as physical goods.

Some people view relationships as basically intimate. Your relationship to our grocer is simply a limited version of your relationship to your mate. There is a penumbra of intimacy around even your most superficial relationships. You and the grocer merely have an unspoken understanding not to realize the full potential intimacy. You both respect the fact that the other can handle only so much intimacy even if only because you have only so much time. A stranger is a friend you have not met yet. All other people are members of the same species on the same planet in essentially the same predicament.

Information Technologies in the Home

The family is the model for intimate relationships, and the home is the cradle in which they are nourished. Other human institutions tend to be based on contractual relationships. One crucial issue, with respect to the family in society, is whether the family will influence society so that relationships are viewed as basically intimate, or whether society will influence the family so that relationships are viewed as basically contractual.

A determinant of the outcome is the technology within the home which links the family to the larger society. Two ubiquitous household appliances — the television set and the telephone handset — have a profound influence. Their impacts are not qualitatively the same. The television set talks at you whereas you talk into the telephone handset. In the former case, you are passive; in the latter case, you are active. The former caters to extrinsic motivation and the latter to intrinsic motivation. The former encourages a behavioristic concept of the person whereas the latter encouarges a humanistic concept of the person. The former contributes to contractual relationships and the latter to intimate relationships.

Television inundates the home with the images of the contractual relationships of the other institutions — school, church, court, hospital, and so on — in the outside society. Even when it depicts the home, it provides a distorting mirror of the real home. Domestic dramas are less domestic and more dramatic than any home any of us have ever known.

The author, while teaching in a Cree Indian community, noted the profound difference between the traditional teepee and the modern homes on the reservation. In the teepee, people sat around the fire in a circle. There was much eye contact and physical touching as children ran from adult to adult. In the modern house, people sat in rows in front of the television set — seeing only the backs of people. On the screen, children saw products which their parents could not buy them and lifestyles which looked superficially superior to their own.

We all become Third World people when we sit in front of a television set which depicts lives apparently richer in experience than our own. It contributes to a dissatisfaction in children with their experience-impoverished homes and a despair in parents with their capacity to adequately provide for their children. They sub-contract out more and more child-raising functions to outside *experts* until the home is reduced to a sort of service station, where children fill up during the day and park at night.

The telephone, on the other hand, allows us to *reach out and touch someone.* Thus, this technology contributes *towards a familial society* [as advocated by **The Vanier Institute of the Family**] or *towards making the planet more home-like* [as could well be advocated by **The Canadian Home Economics Association**].

You can actively choose to dial any of the over 400 million telephone numbers on our planet and choose to say whatever you wish to anyone. By contrast, with the television set, you must passively watch whatever is delivered to you. The only control you have is choose to watch or not to watch and, if you choose to watch, to choose between stations which are almost as indistinguishable as the products they beseech you to buy.

Visions of Home of the Future

The two major scenarios of the emerging information society is the *telematique*, based on television, and the *privatique*, based on telephony, where a few huge sources beam information at millions of receivers; we are all sources and receivers within a complex network of communicating nodes.

One new information technology — videotex — is beginning to penetrate our homes. It is viewed as a combination of television and telephone technology. Some see it as an extension of television technology — as two-way television in which you can talk back to it by selecting what you want to see from a menu. Others see it as an extension of telephone technology — as a device for using your telephone to talk to computers with the television screen merely a handy monitor to allow the computer to talk back. The computer is the important element since it is the brain behind the screen, whereas the television set and telephone handset are merely peripheral devices for input and output. Will the computer make our home one of millions of destinations for information from a few television-like sources, or a node in a telephone-like network in which we can be both source and destination?

One dark vision of those who predict the telematique scenario is that of the home as an enclave where the fortress family shelters from an essentially hostile environment. It is a womb for a few with a view, provided by a video screen through which information, goods, and services are delivered from the outside world. In such an enclave, media would be God and intimate relationships could not survive.

Those who argue for the privatique scenario have a more optimistic vision of the home as an electronic cottage, linked to neighbors around a world which has been technology-shrunk to a global village. The possibility of living in an electronic cottage, where learning, playing, and working (which had been sub-contracted out to contractual relationships) could once again take place within the home promises a rosy future for the family. There are threats bound up with the promises. After millions of years of leaving our caves to hunt and gather in order to earn a living, we suddenly find that we can earn our living without leaving the cave. Such a dramatic transition causes a profound shock to the social system.

New rules will have to be established and new roles learned. The author has a friend who was trying to work at home during his sabbatical leave. After a few months of interruptions, he had to establish the following ritual with his family. After breakfast, he put on his hat and coat, picked up his briefcase, kissed his wife and children goodbye, and walked out the front door and in the back door to his study. Until he repeated this ritual in reverse in the evening, as far as the family was concerned, Daddy was at the office.

This is a trivial illustration of profound shifts in consciousness which the new styles of working will require. As we swell the ranks of the self-employed, we must learn to be our own employer and our own employee, to make contracts with ourselves and keep them, to confront our self-deceptions and procrastinations. It will not be easy but it will be worthwhile. The information revolution will greatly strengthen the family and enhance intimate relationships.

We are in the throes of the revolution just now. Intelligent intervention in this transitional period can help determine which of those outcomes will prevail. We should not accept technology whole nor reject it whole, but select what contributes to our vision and reject what does not. They are building better and better mousetraps and selling them to the mice. It is time to squeak up. There is room for the *pique* scenario, in which we say neither yes nor no to technology but *maybe*. Our future is perched, rather precariously, in our own hands. □

Au Travail

Profil professionnel de Céline Mathieu

Marie Barrette

Economiste familiale de formation, Céline Mathieu oeuvre depuis août 1984, comme agente de recherche et de planification socio-économique au ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec (MAPAQ). Elle travaille actuellement à la Direction des politiques alimentaires de ce ministère et assume particulièrement les dossiers suivants:

Résumé

Céline Mathieu, économiste familiale, occupe un poste de conseillère en consommation au ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec. Après avoir décrit quelques-unes de ses tâches et souligné les éléments de formation et les qualités utiles dans l'exercice de ses fonctions, il est fait mention du cheminement de sa carrière et de l'enrichissement que lui a apporté son engagement social.

Abstract

Céline Mathieu, home economist, is currently consumer consultant with the Quebec Ministry of Agriculture, Fisheries, and Food. After having described several of her responsibilities and emphasizing the education and the skills that would be utilized in the performance of those duties, it goes on to mention her career development and her significant contribution to society.

Marie Barrette, directrice régionale de l'ACd'EF (Québec) et enseignante à la Commission des écoles catholiques de Montréal; maîtrise en nutrition de l'Université de Montréal (1975).

- la gestion du programme Lait-école, établi depuis 1977, qui assure la distribution gratuite d'une ration quotidienne de lait dans les écoles primaires. Ce programme vise l'amélioration de l'état nutritionnel des élèves en leur inculquant l'habitude de consommer quotidiennement du lait, et la sensibilisation du milieu à l'importance d'une saine alimentation. Le travail de Céline consiste à apporter support et soutien aux commissions scolaires dans l'application du programme et à procéder à l'évaluation de celui-ci de même qu'à la révision des politiques et des procédures. De plus, la conception de messages de sensibilisation en vue d'accroître la consommation du lait, la préparation d'avis, de mémoires et la rédaction de correspondance ministérielle relèvent de ses tâches;
- l'élaboration d'une politique de l'alimentation en milieu scolaire, en collaboration avec le ministère de l'Education et le ministère de la Santé et des Services sociaux. Cette politique vise également l'amélioration de la santé des jeunes en les encourageant à se nourrir de façon équilibrée et ce, entre autres, en leur donnant accès à un environnement alimentaire adéquat à l'école. Céline a contribué à la rédaction de l'énoncé de politique en collaboration avec le comité interministériel, et à la coordination des travaux de consultation sur cette politique;
- la coordination des stages de formation pratique, à la Direction des politiques alimentaires, stages qu'effectuent les étudiant(e)s inscrit(e)s au baccalauréat en diététique de l'université Laval. Elle voit à la planification et à l'agencement des activités des stagiaires et de même qu'à la supervision de certains projets;
- l'élaboration d'une politique québécoise en matière d'alimentation. Cette politique, complément indispensable à la politique québécoise en matière de nutrition, sera rédigée dans les prochains mois et son but pourrait s'énoncer comme suit: concilier les préoccupations des consommateurs en matière de qualité des aliments et d'équilibre nutritionnel et les préoccupations économiques de tous les intervenants de la chaîne alimentaire.

Céline souligne l'importance de sa formation et de son expérience antérieures en éducation et en relations publiques dans l'accomplissement de ces diverses tâches. L'expertise acquise lors de son passage au ministère de l'Education où, pendant cinq ans, elle a travaillé entre autres à l'élaboration de deux programmes d'études en économie familiale et à la conception des documents d'accompagnement: guides pédagogiques, guides d'évaluation, etc., de même que sa connaissance de ce réseau ministériel sont des acquis précieux pour son équipe de travail.

Parmi les qualités requises dans ses fonctions, elle mentionne la rigueur intellectuelle, le sens de l'organisation, la maîtrise de la langue écrite, le souci du travail bien fait et l'autonomie personnelle. "Comme il me faut rédiger des avis, des mémoires et entretenir une correspondance ministérielle, la clarté et la perfection de la langue me préoccupent beaucoup" dit-elle, et "c'est pour moi un souci constant que de chercher le mot ou l'expression juste".

La création et la gestion de projets exigent aussi des habiletés en planification, en supervision et en évaluation de même qu'un leadership éclairé et respectueux des personnes. Elle souligne qu'il lui apparaît essentiel de travailler en collaboration. "Dans la plupart des dossiers qui m'ont été confiés, j'ai pu rencontrer les attentes de mes employeurs et réaliser les mandats parce qu'au delà de mon travail, je pouvais compter sur un réseau de personnes-ressources sûres, franches et responsables. Selon moi, c'est une condition majeure de succès."

Par quelles voies Céline est-elle arrivée au MAPAQ ? "C'est le fruit

(suite à la page 136)

The New Brunswick Home Economics Study
The Way We View Ourselves

Susan G. Turnbull and Theresa M. Smith

Abstract

A provincial mail survey was undertaken to compare professional attitudes and beliefs of two groups of employed New Brunswick home economists. Members of one group were employed as teachers while members of the second group represented a wide range of other employment. Attitudes relating to image, philosophy, and the future of the profession were examined. Beliefs about co-education, family living education, and the relationship between home economics and other school subjects were included in the study. The results indicated that employment status was not a significant factor in distinguishing New Brunswick home economists' beliefs about either the importance of co-educational classes in public schools or the necessity of a required family living course for high school students. Chi-square analysis illustrated statistically significant differences between the groups on 6 of the 16 attitudes assessed. These included attitudes about whether the profession had a strong national association, held a strong image, and whether efforts needed to be made to clarify the relationship between home economics and other subject areas. Suggestions are made for use of the findings which relate to establishing liaison with others in similar employment and to facilitating professional development.

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Résumé

Dans le but de comparer les attitudes et les opinions professionnelles de deux groupes d'économistes familiaux employés au Nouveau-Brunswick, un sondage provincial a été fait par la poste. Le premier groupe se composait d'économistes familiaux employés comme enseignants. Quant au deuxième groupe, il était formé d'économistes familiaux travaillant dans nombre d'autres emplois. On a étudié les attitudes ayant trait à l'image, à la philosophie et à l'avenir de la profession. On a aussi étudié les opinions se rapportant aux classes mixtes, à l'enseignement familial et aux rapports entre l'économie familiale et les autres matières enseignées à l'école. En ce qui concerne les opinions émises au sujet de l'importance des classes mixtes dans les écoles publiques ou de la nécessité d'un cours d'enseignement familial obligatoire au secondaire, il n'y avait pas de différence marquée entre les deux groupes d'employés du Nouveau-Brunswick. Quant à l'analyse khi-carré, elle a révélé des différences statistiques importantes entre les groupes et ce, sur 6 des 16 attitudes évaluées. Il s'agissait notamment des attitudes révélées par certaines questions, à savoir si la profession avait une association nationale forte, si elle avait une réputation solide et s'il y avait lieu de s'efforcer de clarifier les liens entre l'économie familiale et les autres sujets d'enseignement. Enfin, on suggère d'utiliser les résultats du sondage pour établir des liens avec d'autres personnes occupant des emplois similaires et ainsi favoriser le perfectionnement professionnel.

As Canadian home economists reflect upon their profession, certain issues appear to form a dominant theme. These issues include professional education and practice, registration, definition, and name. Recent evidence of these concerns surfaced at the 1983 and 1984 issues forums of the Canadian Home Economics Association conferences. Historical, philosophical, and curricular investigations are being undertaken by home economists in order to articulate a fundamental understanding of home economics (Brown & Paolucci, 1979; MacCleave-Frazier & Murray, 1984; Peterat, 1984; Peterat & McLean, 1982; Turnbull, 1984; Vaines, 1984).

This self-examination and identification movement in home economics is occurring throughout the country. In New Brunswick, it coincides with a period of general reform of educational

Susan Turnbull is currently Associate Professor of Textiles and Clothing in the home economics education program at the University of New Brunswick. She completed a BSc at the University of Alberta and a MS at the University of California (Davis). She is currently a PhD candidate at Ohio State University. She has been CHEA Professional Development Committee chair and is secretary of the New Brunswick Home Economics Association. **Theresa Smith** is Associate Professor of Home Economics Education and Family Studies in the home economics education program at the University of New Brunswick. She completed a BSc degree at Saint Francis Xavier University, a BEd at the University of New Brunswick, a PDt at the Victoria Public Hospital and a MEd at the University of Maine. She was instrumental in the preparation and presentation of the New Brunswick Home Economics Association brief on family living education submitted to the New Brunswick Minister of Education.

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and other public and social delivery services which are being scrutinized under government mandate. Provincial department of education reports on secondary education and on high school home economics program evaluation have been released (Department of Education, 1984; Study Committee on Instructional Organization of Secondary Schools, 1984). Policy directions on services at all levels of education have been released by the New Brunswick Office of Government Reform (1985a; 1985b).

The time appears to be right for home economists to ask how the elements which are critical to the profession might be addressed to take advantage of changes that may result from proposed reform. The status quo must be described in order to determine future actions. The research reported in this article was designed to answer the question: What do home economists feel and believe about themselves, their profession, and their jobs?

The objective of this report is to compare professional attitudes and beliefs of two groups of employed New Brunswick home economists. In a small professional organization with diverse professional strengths and needs it is important to distinguish between target groups. Information about attitudes and beliefs may provide direction for future professional action.

Methodology

Population. The population of the larger study consisted of 445 persons and was composed of five sub-groups. Included were: the New Brunswick anglophone school district superintendents, New Brunswick principals of junior and senior high schools with home economics programs, New Brunswick anglophone home economics teachers, other members of the New Brunswick Home Economics Association (NBHEA), and graduates of the home economics education program at the University of New Brunswick (UNB) from 1977 to 1983.

Data for this report were obtained from employed respondents of two of the sub-groups.[1] NBHEA members who listed their occupation as junior or senior high school teachers comprised Group 1 (n = 47), and NBHEA members in other employment comprised Group 2 (n = 42). Home economics teachers were identified using the 1983-84 provincial anglophone teachers' roll. Other members of NBHEA were identified using the 1982-83 NBHEA membership list.

Instrument. Data for the study were collected via a mail questionnaire. The questionnaire was developed to measure attitudes and beliefs about current issues in home economics. These issues were selected following interviews with home economists and other education practitioners throughout the province, and an extensive literature search.

A total of 66 items evaluating home economics attitudes and beliefs about various issues was selected. An example of an attitude item was the statement "home economics has a strong professional image". A representative belief statement was "a family living course should be a requirement for graduation from high school". Respondents used a five-point Likert scale, ranging from strongly disagree through undecided to strongly agree, to evaluate these items. An additional 35 items requested data related to personal information: demographics, professional affiliation, education background, and employment details. A panel of six professional home economists reviewed the test instrument to establish content validity. The instrument was field tested for coherency and readability with the senior class of the University of New Brunswick Home Economics Education program. Finally, a pilot test was run with 30 subjects to gather reliability test data for the Likert scale statements. The Spearman-Brown correlation coefficient (split-half reliability) was calculated with a mean value of $r = 0.62$.

The logistics of mailing the questionnaire followed the methodology developed by Dillman (1978). Questionnaires were administered in April and May 1984 with an overall response rate of 92%. This resulted in 47 useable responses from Group 1 and 42 useable responses from Group 2.

Statistical analysis. Frequency distributions, mean values, and standard deviations were used to analyze the personal data of the two groups. Statistical dependencies or independencies were examined using Chi-square analyses for the attitudes and beliefs between members employed as teachers (Group 1) and those in other occupations (Group 2).

Results

Personal variables. Demographically, the NBHEA teaching group (Group 1) and the NBHEA other employment group (Group 2) were similar. A test of proportions indicated no significant differences between the groups for the personal variables. The teachers were slightly older ($M = 41.6$ years compared with 38.5 years), fewer were married (66% compared with 74%), and they had fewer dependents (1.0 compared with 1.3).

Variables relating to employment illustrated a distinction between the groups. A significant difference at the .01 level resulted from the test of proportions. While 98% of the teaching group were employed full-time, only 70% of home economists in other employment environments were working full-time. The other employment environments ranged from freelance journalism to consumer consulting. On the question asking whether their present job constituted permanent or temporary employment, a similar pattern emerged with 100% of the teachers rating their job as permanent compared with 77% in Group 2.

Answers to a question designed to assess their perception of the adequacy of university home economics programs in relation to job-related tasks differed for the employment groups. Group 1 responses suggested a strong link between university training and employment duties with nearly 65% of the group reporting that their university courses were completely related to their employment duties. This compares with about 35% for those in other types of jobs.

Comparison of the two groups illustrated differences in their academic qualifications: More teachers had two undergraduate degrees (40% compared with 19%) whereas a greater percentage of Group 2 had completed graduate degrees (26% compared with 4%). The teachers indicated less interest than those in other employment in continuing education activities (60% compared with 74%). A slightly smaller percentage of teachers than those in other employment were members of CHEA (57% compared

[1]Further reports on the data and findings of the other sub-groups are in progress.

with 60%), and a larger percentage of teachers were members of other professional associations (83% compared with 52%).

Attitudes. For each of 16 attitude statements, the null hypothesis proposing no association between the work environment and professional attitudes was evaluated. Table 1 reports the findings. Of those professional issues currently under discussion, no statistically significant distinction was found between the groups for Item 2 (home economics is women's work) and Item 4 (home economics is old fashioned). In both instances, all respondents strongly disagreed with the statements, regardless of the employment environment.

Responses of the groups were significantly different at the .05 level on Item 5 (home economics has a strong professional image) and Item 7 (home economics is represented by a strong professional organization). In each instance those in Group 2, other employment, disagreed with these statements more than the teachers. Only one attitude statement allowed rejection of the null hypothesis at the .01 level, Item 6 (home economics changes as quickly as technology does). Group 2, the other employed, disagreed more strongly than Group 1, the teachers, on this statement.

Table 1. Attitudes of NBHEA Members by Employment Group

Attitude Statements	Chi-Square Value	*df*
Home Economics . . .		
1. deals with important social issues.	12.51*	4
2. is women's work.	3.50	4
3. has too many specialties.	10.16*	4
4. is old-fashioned.	6.17	4
5. has a strong professional image.	11.47*	4
6. changes with technology.	16.67**	4
7. has a strong professional organization.	9.65*	4
8. has a clear philosophy.	7.68	4
9. has an over-concentration on foods and clothing.	8.45	4
10. is a legitimate field of study.	6.72	3
11. has too few people to be effective.	5.24	4
12. serves rural population well.	5.46	4
13. helps all family members.	5.16	4
14. is too complex.	1.23	4
15. has influence in urban settings.	10.89*	4
16. has a promising future.	4.22	4

*$p < .05$
**$p < .01$

Beliefs. Chi-square analysis was also used to analyze each of the 20 belief statements related to home economics education (Table 2). Certain beliefs held by members of NBHEA differed for the two employment groups. Responses on Item 9 (special education should be required for home economics teachers) and Item 17 (the relationship between home economics and other school subjects should be clarified) indicated significantly different views on these issues at the .01 level. In each case, Group 1 (teachers) agreed with the statements more than Group 2 (NBHEA members in other employment).

Among current issues in home economics education are those related to family living and co-educational programs in public schools. No statistical distinction was found between the groups for Item 6 (home economics classes in public schools should be co-educational) and Item 13 (a family living course should be a requirement for graduation from high school). All respondents strongly agreed with the statements; type of employment was not a significant factor.

Conclusions

The data from the New Brunswick Home Economics Study illustrated that home economics teachers (Group 1) and those in other employment (Group 2) held many similar attitudes and beliefs. There were no statistically significant differences in the pattern of responses in 13 of 20 beliefs and 10 of 16 attitudes.

In relation to home economics education, the beliefs that home economics should be co-educational and that a family living course should be required for all high school students, were strongly shared by both groups. This latter similarity may indicate that the teachers' responses are not motivated by any apparent impact on job security, but rather a strong, commonly held belief of the importance of family studies that is representative of New Brunswick working home economists. Evidence of action relating to these beliefs has been seen with the recent recommendation of the New Brunswick Office of Government Reform (1985b) to provide co-educational classes for junior high school home economics programs. The continuing efforts of NBHEA in support of a compulsory family living component have also indicated concrete activity (NBHEA, 1984). Finally, there was strong agreement that home economics is neither old-fashioned nor women's work, regardless of employment of the respondent. These are encouraging results for future recruitment drives.

Of the differences that were significant, several patterns were discernible. The teachers (Group 1) saw a need for special education in their professional training, along with a clarification of the relationship between home economics and other school subjects. Generally, those issues directly related to public schooling were clearly of importance to the teaching group. Also, members of Group 1 belonged to more professional associations outside of home economics, and expressed less interest in continuing education. These specialized concerns, combined with less participation in home economics associations, may point out that professional development in home economics should be an area of future concentration at the provincial and, possibly, national level.

Differences were also evident in attitudes directly related to the profession. Home economists in Group

Table 2. Beliefs of NBHEA Members by Employment Group

Belief Statements	Chi-Square Value	df^a
1. Home economics teachers need an education identity.	10.23**	2
2. Home economics education focus should be development of resourcefulness in others.	7.65	4
3. Teacher education requires pedagogical emphasis.	8.39*	3
4. Teacher continuing education should be compulsory.	6.80	4
5. Sex bias should be eliminated in home economics.	3.16	4
6. Home economics should be co-educational in school.	4.38	4
7. Teacher educators should have non-school teaching experience.	4.24	4
8. Home economics programs should include computer technology.	1.62	2
9. University home economics education programs need special education courses.	12.74**	3
10. Home economics student teaching should include junior and senior high schools.	3.15	3
11. Home economics educators should interrelate all home economics areas.	0.88	3
12. High school home economics should offer service occupations.	20.41**	4
13. High school requirements should include a family living course.	1.03	3
14. High school requirements should include a clothing and textiles course.	4.68	4
15. High school requirements should include a foods and nutrition course.	5.35	4
16. High school requirements should include a housing and family management course.	5.67	4
17. The relationship of home economics to other subjects should be clarified.	11.30**	2
18. Home economics should be a university entrance credit.	12.45*	4
19. Provincial curriculum consultants are critical links in education.	10.73*	3
20. Few entering teachers in the work force is problematic.	1.24	4

$*p < .05$ $**p < .01$

[a]Less than 4 *df* occurs when there is not a response in each cell of the five-point Likert scale.

2 (other employment) disagreed more than Group 1 on the issues of professional image and the Canadian professional organization. It appears that more discontent exists among those home economists working outside of the teaching arena. This was supported by the results of the question which linked university programs to job-related tasks, where the data indicated fewer in Group 2 than in Group 1 reported their university courses were related to their employment duties. Group 2 responses ranged from strongly agree to strongly disagree; Group 1 responses were mainly "agree". Home economists employed outside the teaching area may require support services including a mechanism for establishing liaison with other home economists in similar job categories to address their concerns regarding the efficacy of their academic preparation.

Future research efforts in this field may concentrate upon other variables of working environments for home economists, for example the number of co-workers or the specific job tasks required. Identification of these variables may aid in the search and implementation of effective strategies for professional organizations to guide their activities.

The usefulness of survey research lies not only in the identification of patterns in the data, but in the resultant action. In relation to the attitudes and beliefs expressed by New Brunswick home economists in this study, the opportunity is now presented to both individuals and organized groups alike to make use of the differences in needs as expressed by the beliefs and attitudes assessed. We must take action to mold the different elements to effect positive change in planning academic pre-professional programs and providing professional continuing education. □

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Homespun — Interior Design Simplified by Mary C. Walker, (undated). London, ON: Pear Creative, 115 pages; $11.50.

Homespun encourages the reader to develop a personal style in decorating rather than depend on conventional clichés. The basic design elements — space, line, form, color, texture, and pattern — as they relate to interiors are explained. Diagrams and sketches are used to illustrate how these concepts apply to interiors.

Various rooms in the home are discussed briefly using a question and answer format. Emphasis is placed on creating a practical, pleasing environment that reflects individual or family needs and preferences. This book would be of special interest to the novice who wishes to learn about the relationship between design principles and decorating.

Reviewed by:
Onalee Nagler, BID
Housing Specialist, Home Economics, Manitoba Health
Winnipeg, Manitoba

Skills for Life Series — Parenting: Shaping the Future by Beverly Cowan; **Nutrition: Making Choices About What to Eat** by Tamara Shuttleworth; **Life Career Planning: Reaching for Your Future** by David Studd. (1985). Toronto: McClelland & Stewart, $7.95 each.

This *Skills for Life Series* was published in 1985 for use in secondary schools. The nutrition text briefly touches on several nutrition topics. The text includes student activities, case studies, and questions. The author makes use of symbols to highlight different kinds of activities. Frequent reference to the 'symbol' page may be necessary for the reader to determine what the symbols represent. The approach to the topics is inconsistent with the reading level which varies within the book. This text is inappropriate for one grade level in secondary schools.

The parenting text highlights several topics. They are not discussed in depth, but rather, are simply introduced. The text does include several case studies, poems, and student activities. Symbols are used in this text also, but they are different from the symbols used in the nutrition book.

The careers text has some interesting information but it is questionable where the text would fit in a home economics curriculum.

The publisher has taken three relevant topics and has skimmed the surface of each of them. There is not enough detail in any one of the books to qualify as a text or resource material. When compared to other books available on the market, this series is inadequate.

Reviewed by:
Donna Bulow and Marilyn Day
St. Vital School Division No. 6
Winnipeg, Manitoba

Fabric Data re Canadian Fashion Textiles by Mary Humphries. (Revised, 1984). Scarborough, ON: Mary Humphries, 112 pages; $26.25.

This looseleaf-style textbook includes the sections: Textile Fibre Data; Textile Labelling; Fabrics in Use and Care; Living Metric; Current Fabric Data; Trade Name Index; and a general index. Each of these divisions is color-coded for quick reference and includes diagrams, charts, and pictures.

It is interesting that the resource lists in Current Fabric Data are written and edited on a microcomputer data processing system — ready for the next updating. This resources section includes periodicals, publications, swatched references, and audio-visual aids, recent textbooks, and handouts. It is complete and useful.

The Trade Name Index is printed so that the alphabetically-listed trade names can be cut out to fit a card file. Since so many of our fabrics come from the world market, the need for a complete trade name index makes this book more useful than any book published in the United States.

The looseleaf style allows for the addition of one's own notes, revised pages, and would be a useful reference book for several students using it simultaneously. This constantly current textbook would be of value for students, teachers, sewing instructors, extension home economists, store clerks, and buyers. Public libraries might well stock this book for consumers.

Inquiries as to availability, cost, revision inserts may be made to Mary Humphries, 125 Bamburgh Circle, Suite 1907, Scarborough, ON, M1W 3G4.

Reviewed by:
Bernice Olson, BSc (HEc) BEd
Wetaskiwin, Alberta

The Grieving Time: A Year's Account of Recovery from Loss by Anne M. Brooks. (1985). Garden City, NY: The Dial Press, Doubleday, 64 pages; $17.95.

This book is a once a month journal of one woman's grieving following her husband's death by cancer at age 64. In a personal and moving way Brooks describes her struggle through numbness, anger, despair, pain, guilt, and self-pity to the beginnings of self-confidence, peace, and happiness. She speaks of what was most important to her through that year: to be understood, accepted, and needed; and to share her experiences, be it "with a journal, with fellow travelers or with God".

A short book, written in simple, direct yet descriptive language, the writer's experience is accessible to those who, because of recent bereavement, are both unable to concentrate for any length of time, and most in need of the reassurance, comfort, courage, and hope that this diary conveys. They will find reassurance, as the author intended, that the "depth of their personal grief is real, it is honest, and they are not alone". They will also find hope that life can become worthwhile and even exciting again.

Ted Ramsey's black and white illustrations are sometimes stark, sometimes joyful, at one time blustery, at another, peaceful — always sensuous, always strong. As such, they reflect the inner experiencing which the writer expresses in words.

Teachers, students, counsellors, as well as anyone who has suffered loss will, through this book, access a deeply insightful and personal experience of the grieving process, rarely otherwise available in book stores or libraries.

Reviewed by:
Maureen McIntosh, RN, BSW
Coordinator of Volunteers
Jocelyn House Hospice
Winnipeg, Manitoba

The Encyclopedia of Cooking edited by Joanna Morris. (1985). London: Treasure Press, 458 pages.

The Encyclopedia of Cooking is intended to be an all-purpose reference volume for both beginner and experienced cooks. It is designed in an alphabetical format, with over 3,000 entries which provide information on culinary terms, techniques, ingredients, and cultural dishes. Almost every imaginable food is covered and extensive cross references are provided. Over 900 recipes accompany the entries in this book, and 100 recipes are shown in full-page color photographs. In addition, 100 step-by-step illustrations are provided to demonstrate particular techniques. Lastly, the book offers a few handy charts that provide useful information at your fingertips.

The book provides a vast amount of reliable information on almost every aspect of food. Some sections, such as canning or cake decorating, give only basic information so that one would have to get specific details from another source. Recipes are presented in a consistent format with clear directions. A description of how dishes should look and taste is often provided, however, recipe yields are not given. In addition, recipe ingredients are listed in imperial measures only. Photographs of prepared recipes are not effective because the recipe titles are not labelled on or near the photographs, and the photographs are not located adjacent to the printed recipes. The photographs themselves are somewhat muted in color, display antique equipment, and in most cases, are not useful in promoting the recipes. On the other hand, the illustrations effectively demonstrate specific food preparation techniques.

First published in England but revised for the American edition, this book has obvious British and American overtones. There is an abundance of British entries, while material pertinent to the Canadian culinary scene is generally lacking. As well, American terminologies, such as powdered sugar and specific meat cuts for example, are used. Overall, the usefulness of this encyclopedia lies in the vast amount of reliable information which has been compiled into an easy-to-read source book.

Reviewed by:
Bev Fyfe, MSc
Department of Foods and Nutrition
University of Manitoba
Winnipeg, Manitoba

The New Doubleday Cookbook by Jean Anderson and Elaine Hanna. (1985). Garden City, NY: Doubleday, 965 pages; $23.95.

The purpose of *The New Doubleday Cookbook* is stated as being "To assemble between two covers the most complete, up-to-date information available about food and cooking". The book meets these lofty ideals remarkably well. More than 4,000 recipes varying from simple to sophisticated are included, and detailed background information should allow even inexperienced cooks to produce success after success. Instructions are complete, clear and concise, and recipes are interesting and tasty. Calorie, sodium, and cholesterol counts are given per serving, and a key is used to indicate low calorie, budget or quick and easy recipes. Information on food purchase and storage, and equipment purchase and maintenance is provided. Unfortunately, as this is an American book, some of the grading information given has limited usefulness in Canada. Nevertheless, the book would be enthusiastically welcomed by most cooks, from beginners to experts.

Reviewed by:
Karen Shaykewich, MSc
Lecturer, University of Manitoba
Winnipeg, Manitoba

Au Travail

(suite de la page 130)

d'une suite d'événements qui m'ont amenée à faire des choix, à relever d'autres défis" avoue-t-elle. Diplômée de l'Institut familial Saint-Pascal de Kamouraska (1966), elle enseigne aux adultes, puis est engagée par la Commission des écoles catholiques de Québec (CECQ) comme enseignante d'économie familiale, poste qu'elle occupe pendant dix ans à l'école Marguerite Bourgeoys. Parallèlement, elle poursuit ses études et obtient un baccalauréat en éducation (sujet majeur : économie familiale) de l'université Laval (1976) et un certificat en relations publiques.

Puis, en 1979, la CECQ autorisant un prêt de services au ministère de l'Education, elle y travaille pendant cinq ans. Mise en disponibilité par sa commission scolaire durant l'exercice de ce mandat, celà signifiait qu'elle aurait dorénavant peu de chance d'y retrouver à nouveau un poste d'enseignement. Devant cette situation, son contrat au MEQ prenait alors fin, elle n'hésite pas à proposer ses services au MAPAQ au poste de conseillère en consommation. C'était un défi intéressant et elle y voyait l'occasion d'élargir son expérience professionnelle tout en s'initiant aux rouages et aux préoccupations d'un autre ministère. "Le fait de travailler à la pige crée un contexte dynamique qui oblige à l'excellence" souligne-t-elle en rapport avec les performances attendues et les exigences du travail.

Elle termine l'entrevue en témoignant que parallèlement à sa formation professionnelle, elle a acquis un complément de formation qu'elle estime fort important en travaillant activement au sein de plusieurs associations : l'Association d'économie familiale du Québec, le Centrale des enseignants du Québec, le Conseil pédagogique interdisciplinaire du Québec, la Fédération des femmes du Québec, pour n'en citer que quelques-unes. Ces engagements bénévoles lui ont permis un enrichissement personnel et un perfectionnement réel en terme de leadership, de gestion et de stratégie, de rigueur, d'initiative et de communication. Peut-être l'ACd'EF aura-t-elle le privilège, qui sait, de pouvoir aussi l'accueillir dans son Conseil d'administration et de bénéficier de son expertise ? □

Abstracts of Current Literature

Family/Consumer Studies

Can men "mother"? Life as a single father.

Risman, B.J. (1986)
Family Relations, 35(1), 95-102.

This research was conducted to ascertain which theory, individualist or structural, could best be used to predict the lives of single fathers and to measure the father/youngest child relationship. Individualist theorists suggest that men must be taught parenting skills while structural theorists claim that there is a need to restructure social policy to allow greater flexibility in paid work hours in order to free men to perform the necessary childcare tasks. Data were collected from 141 American single fathers who had one or more children under 14 years of age living solely with the father. The results showed that over 80% of the fathers performed childrearing tasks commonly considered to be traditional female tasks. The fathers perceived themselves as very satisfied with and competent in the father/child relationship. The author concluded that sex role socialization does not result in unalterable gender behavior patterns. It is suggested that social policy that considers mothers as the best post-divorce-custodial parent requires examination and amendment.

On the spontaneity of trait attribution: Converging evidence for the role of cognitive strategy.

Bassili, J.N., & Smith, M.C. (1986)
Journal of Personality and Social Psychology, 50(2), 239-245.

In this Canadian study, the researchers attempted to replicate and extend a study by Winter and Uleman which reported that people automatically infer personality traits when reading sentences about people, and that the inferred attribute aids in retrieval of the sentence. Bassili and Smith attempted to demonstrate by experiment that instructing subjects to ascribe attributes will not alter performance, and attempted to ascertain whether semantics or impressions were more effective in retrieval of the sentence. In experiment one, 24 female and 12 male social psychology students were tested with instructions to memorize 18 sentences or to think about the kind of person portrayed. They were given semantic and impression cues to aid recall. Results showed that recall was better with the semantic cues, revealing limited inference of personality traits. In experiment two, 60 male introductory psychology students were given a word fragment completion test after viewing the 18 sentences. They were given the same instructions as in experiment one. When subjects were asked to assign personality traits, performance was greatly improved. Results indicate that trait attribution does not occur spontaneously during sentence comprehension.

Single versus two parent families: A comparison of mothers' time.

Sanik, M.M., & Mauldin, T. (1986)
Family Relations, 35(1), 53-56.

To determine how mothers in single-parent families use their time and the ways in which their time use was different from mothers in two-parent families, 202 single mother/2 child households and married mother/2 child households in rural and urban California were surveyed. A time chart for a particular day was filled out by each subject. The sample was divided into categories of employed single parent, employed spouse present, nonemployed single parent, and nonemployed spouse present. Time comparisons were made in household tasks, childcare, personal care, social and recreation, and volunteer work. Results showed that employed single parents spent the least time in household tasks while nonemployed spouse present mothers spent the most time. While a difference appeared in the amount of time spent on the physical care of children, there was no time difference in the nonphysical care of children. Single employed mothers spent the least time on themselves and on social and recreational activities. Because of the sacrifices made by employed single parents, family practitioners, and social and educational personnel should be aware of the effects of long term time allocation that does not allow employed single mothers personal or recreational time.

Perceptions of parents, the voluntary and involuntary childless: a multidimensional scaling analysis.

Callan, V.J. (1985)
Journal of Marriage and the Family, 47(4), 1045-1050.

This study was designed to investigate the characteristics ascribed to persons who have children, who choose to remain childless, or who are unable to have children. The sample consisted of 24 single full-time students and 21 married part-time students. Subjects completed questionnaires in which they made judgements about 16 different states of fertility which ranged from married women unable to have children to mothers and fathers with a completed family of 8 children. They also were asked to rate the similarities of these people. An individual differences model of multidimensional scaling indicated that people are judged according to their fertility status with positive personality traits given to parents with large families. Judged to be the least favored were the voluntary childless and the one child families. A sympathetic response for those involuntary-childless-would-be-parents who were seeking in vitro fertilization was noticed. The author suggests the need for research among the less educated and the voluntary childless.

Assessing risk factors for problem parenting: The significance of social support.

Turner, R.J., & Avison, W.R. (1985)
Journal of Marriage and the Family, 47(4), 881-892.

This Canadian study concentrates on three variables, social support, life stress, and personal control, in an attempt to aid understanding and raise the awareness of helping professionals in intervention and prevention of maladaptive parenting. Data were collected over a two-year period from 293 women who had either given birth or were treated immediately after birth in an Ontario hospital. Interviews were conducted 2 to 4 weeks after the birth and again 12 months later. The subjects also filled out a questionnaire 6 months after the birth. Using multiple discriminant function analysis for comparison purposes, it was found that perceived social support was a powerful variable with comparison and maladaptive mothers. The authors conclude that mothers who had not experienced a nurturant, supportive environment as children experienced difficulty in providing this type of environment for their children. The researchers state that the effects of marital status were not determinable from the present research and that further research is needed in the area of maladaptive parenting, intervention, and possible prevention.

Supplementary listing of articles

Mechanisms used by young children in the making of empathic judgments. Gibbs, J.G., & Woll, S.B. (1985) *Journal of Personality, 53*(4), 575-585.

Postpartum depression: An interactional view. Kraus, M.A., & Redman, E.S. (1986). *Journal of Marital and Family Therapy, 12*(1), 63-74.

The impact of income issues and social status on post-divorce adjustment of custodial parents. Pett, M.A., & Vaughan-Cole, B. (1986). *Family Relations, 35*(1), 103-112.

Making family therapy easier for the therapist: Burnout prevention. Friedman, R. (1985). *Family Process, 24*(4), 549-554.

Social network development and functioning during a life transition. Hays, R.B., & Oxley, D. (1986). *Journal of Personality and Social Psychology, 50*(2), 305-313.

Kinkeeping in the familial division of labor. Rosenthal, C.J. (1985). *Journal of Marriage and the Family, 47*(4), 965-974.

The effects of duel-career families on adolescents' sex-role attitudes, work and family plans, and choices of important others. Stephan, C.W., & Corder, J. (1985). *Journal of Marriage and the Family, 47*(4), 921-930.

Submitted by
Lenora Wiebe, BSHEc
MSc graduate student

Food/Nutrition

Attitude change toward food irradiation among conventional and alternate consumers.

Bruhn, C.M., Schultz, H.G., & Sommer, R. (1986)
Food Technology, 40, 79-85.

The purpose was to examine the extent to which attitude changed after consumers were given the opportunity to read about and discuss food irradiation. Subjects were chosen from groups assumed to represent two views on the subject of food irradiation. Thirty-five conventional consumers were contacted through several community groups and 31 alternate consumers were obtained from a food co-operative. Most subjects were female and were the principal food shopper of the household. Attitude change was measured using a pre-test/posttest design. After completing the pre-test questionnaire, subjects were given an informal leaflet summarizing current scientific knowledge regarding food irradiation. Once all subjects had read the leaflet, group discussion was facilitated by the group leader. Following the discussion the posttest questionnaire, which was identical to that used for the pre-test, was given.

Conventional consumers showed a lower initial level of concern towards the safety of irradiated foods than did the alternate consumers. Following the group discussion, this study showed a higher 'major concern' response, particularly among consumers who were 'undecided' initially. Conventional consumers were more willing to purchase irradiated foods than were alternate consumers. This increased for conventional consumers after the group discussion.

From these results, the authors suggested that an educational effort could positively influence conventional consumers' attitudes towards food irradiation. They acknoweldged that a willingness to buy such products, as stated on a questionnaire, cannot be directly translated into the action of buying.

The response of an elderly audience to nutrition education articles in a newspaper for seniors.

Weiss, E.H., & Davies, C.H. (1985)
Journal of Nutrition Education, 17, 197-202.

To provide accurate nutrition information to senior citizens, a recent nutrition outreach project published a series of 11 articles in a monthly newspaper distributed free to an elderly audience in Kansas. A print medium was chosen in an attempt to circumvent several perceived barriers to senior participation, including limitations in income and mobility. The impact of these articles was studied by identifying associated reported changes in dietary behavior after five articles had been published.

The nutrition articles dealt with topics of immediate concern to seniors which had been previously determined through focus group interviews. Article format consisted of three parts. First was an article providing basic information on the topic and explaining the concepts of a healthy diet. The second part consisted of easy-to-prepare recipes that were offered as examples of how to apply the knowledge presented in the topic article. Lastly, interviews with elderly peer recipe-testers were included to provide locally known role models.

The sample population consisted of 297 elderly subjects taken from the newspaper's total readership. Of those subjects completing a telephone interview, 81% were female and 19% were male. Fifty-six percent of the males had read one or more articles compared with 71% of the females, while 68.4% of the total sample reported reading at least one of the five articles. Of those who reported reading the articles, 25.7% reported changing their food buying or eating habits because of information in the articles. Recipe trial was reported by 20% of the subjects. These results demonstrate the willingness of an elderly population to use the print medium to assist them in determining the components of a healthy diet.

Vitamin/mineral supplement use: A telephone survey of adults in the United States.

Stewart, M.L., McDonald, J.T., Schucker, R.E., & Henderson, D.P. (1985)
Journal of the American Dietetic Association, 85, 1585-1590.

The use of vitamin/mineral supplements in the United States was assessed through a national telephone survey of 2,991 persons aged 16 years and older. Full information was provided by 92% of the sample which consisted of 37% males and 63% females. If the respondent reported current supplement use, they were asked a series of questions to establish the exact nature and dose of the product(s).

Regular use of one or more supplements was reported by 39.9% of the sample. Of these subjects, 52.4% consumed one supplement only, while 10.9% consumed five or more. The use of single vitamin/miscellaneous dietary component products, the most widely consumed product type, was reported by 45.2% of the supplement users or 17.3% of the sample population. Vitamin/mineral combinations were the second most widely consumed form of supplement. The third most widely consumed form of supplement was multivitamin/mineral combinations. The most widely consumed nutrient was vitamin C, which was consumed singly or in combination with other vitamins and minerals. The use of supplements was found to be more prevalent among females than among males in each of the three age groups studied: 16-24 years, 25-64 years and 65 years and older.

The wide range of intake of vitamins and minerals, which extended from 10 to 50 times the Recommended Daily Allowance for specific nutrients, coupled with the overall prevalence of supplement use, is cause for concern and continuing nutrition surveillance.

Perceptions of nutrient density and information links of college students.

Novascone, M.A., & Hertzler, A.A. (1986)
Journal of the American Dietetic Association, 86, 94-95.

At a one-day health exposition, 106 students completed a nutrient density quiz. Eight popular food items were represented by National Dairy Council comparison cards (nutrient content depicted in a bar graph format) at a bulletin board display. The names of the food items were obscurred and a written description of the concept of nutrient density was posted. Participants were asked to read the description and to match the number of the comparison card with the appropriate food name listed on the questionnaire. They were then asked to check all primary sources of nutrition information from those listed.

Of the participants, 8% had a perfect score of 8 in the matching exercise, while 30% had 4 to 6 correct answers, 44% had 1 to 3 correct answers and 10% had no correct answers. The overall mean score was 3. Three or more primary sources of nutrition information were indicated by 51% of the students, whereas 46% checked one or two sources. The mean number of sources indicated was three. Results showed that the most frequently checked information sources were media-related.

The authors felt that this study indicated the usefulness of a campus health exposition for providing a nutrition information link with college students. The findings of this study re-emphasized the need for nutrition educators to increase their use of mass media to have greatest impact upon this target group.

Dietary intakes of female basketball and gymnastics athletes.

Hickson, J.F., Schrader, J., & Trischler, L.C. (1986)
Journal of the American Dietetic Association, 86, 251-253.

The purpose of a recent study was to characterize and to compare the diets of two groups of female athletes. Of the 22 subjects, all members of two women's intercollegiate sports teams, 13 were basketball players and 9 were gymnasts. Dietary information was collected using the 24-hour recall method.

The mean energy intake for all subjects did not exceed the 2100 kcal Recommended Daily Allowance (RDA), the mid-point value of a range of acceptable intakes. Subjects' intakes were greater than the 1607 kcal/day mean reported for females of the same age in the 1977-78 Nationwide Food Consumption Survey. When data were expressed in terms of body weight (kcal/kg), intakes of each team were not significantly different. There were no significant differences between teams for nutrient intakes, either. The data indicated that subjects had marginal nutrient intakes similar to those reported for females of the same age group by other studies. Marginal intakes (less than 70% RDA) occurred for vitamin B_6, iron, magnesium, and zinc. Since the dietary methodology used may have underestimated subjects' actual intakes, the intake of these nutrients may have been even less than reported.

It is commonly assumed that exercise-enhanced food intakes will mask poor dietary habits. The results of this study showed that it may not be appropriate to assume that athletes do not have the same marginal nutrient intakes found in the population in general.

Supplementary listing of articles

Consumer perceptions of dairy and related-use foods. Bruhn, C.M., & Schultz, H.G. (1986). *Food Technology, 40,* 79-85.

Table-top artificial sweeteners in current use in Canada: A plea for registration. Baines, C.J. (1985). *Journal of the Canadian Dietetic Association, 46,* 288-291.

Nutritional contributors to cardiovascular disease in the elderly. Kannel, W.B. (1986). *Journal of the American Geriatrics Society, 34,* 27-36.

The role of dietary fat in tumorigenesis. Erickson, K.L., & Thomas, I.K. (1985). *Food Technology, 39,* 69-73.

Food and population: A global concern. Murphy, E.M. (1985). *Journal of Home Economics, 77,* 24-30.

Agriculture and anthropometry: Assessing the nutritional impact. Fillmore, C.M., & Hussain, M.A. (1984). *Food and Nutrition (FAO), 10,* 2-14.

Submitted by
Laurie A. Wadsworth, MSc

Textiles/Clothing

Heat and water transport through cotton and polypropylene underwear.

Farnworth, B., & Dolhan, P.A. (1985)
Textile Research Journal, 55(10), 627-630.

Experiments were conducted to determine the effectiveness of polypropylene as a fibre for use in thermal underwear. Two underwear fabrics, one 100% cotton with

poor wicking ability, and the second, 100% polypropylene with high wicking ability, were studied. The fabrics were chosen to have as close as possible, the same mass and thickness, but with their water vapor and liquid uptake differing. A sweating hot plate was used to simulate conditions approximating actual use. The rate of heat loss through combinations of underwear and a shirt fabric (50% cotton and 50% rayon) during and after periods of sweating at various rates was studied. All experiments were conducted in a laboratory environment of about 22°C and 30% Rh, with the hot plate temperature kept constant at 35°C. Results indicate that there was no difference between the behavior of the polypropylene and that of cotton at a low sweat rate. At a high sweat rate the cotton and polypropylene behaved in the same way. Both fibres exhibited a high rate of heat loss until any excess water evaporated, at which time the heat loss dropped abruptly. It appears that neither fibre is superior to the other for heat loss during periods of high or low sweating. There is no evidence to suggest that the wicking ability of polypropylene has any positive effect on the thermal well-being of the wearer.

How alkali treatments affect selected properties of polyester, cotton and polyester/cotton fabrics.

Needles, H.L., Brook, D.B., & Heighley, J.H. (1985)
Textile Chemist and Colorist, 17(9), 23-26.

A comparison of selected properties of alkali treated cotton, polyester, and polyester/cotton blend fabrics with their untreated counterparts, was made to determine the contribution of each blend component as well as the effect of an alkali treatment to these properties. The properties studied were shrinkage, weight change, yarn count, air permeability, fabric stiffness, drape co-efficient, water vapor transport rate, and vertical wicking rate. All fabrics used were staple plain weave fabrics containing Dacron 54W polyester and/or bleach cotton. The experimental group of fabric samples was treated in a 25% aqueous sodium hydroxide solution, heated, rinsed in 1% hydrochloric acid and then in distilled water, and then air dried prior to testing. The control group of fabric samples was wet out in distilled water and then air dried. After testing for weight loss and shrinkage, it was found that the alkali treatment caused significant changes in the weight and/or dimensions of all fabrics. Alkali treatment greatly increased the warp and weft yarn count for the cotton fabric samples with less of an increase for the polyester and polyester blend fabrics. Fabric stiffness improved for the blended fabrics, but increased for the other treated samples. Wicking ability did not improve for the alkali treated samples.

The orientation and motion of the weaving reed.

Dawson, R.M. (1985)
Journal of the Textile Institute, 76(4), 236-243.

An analysis of reed motion is provided with a discussion of the orientation at which the reed is mounted on the sley. The three loom types examined include the Ruti-B (shuttle), the Nissan (water-jet), and the Sulzer (gripper-shuttle), all three having very different weft-insertion systems. It is suggested that the orientation of the reed is determined either by whether or not the weft-insertion-element is guided within the working width, or by the alignment with the warp required of any such guides during weft insertion. The method of reed-orientation angle measurement is outlined and the relationship between extreme reed positions is examined. The effect of reed orientation on the components of the range of reed motion parallel and perpendicular to the reed face in its furthest-forward position is considered. Analysis of measurements indicate that the orientation angle of a reed has only a minimal effect on the weft-insertion-element. Therefore, there is only a minimal effect on the size of shed available for weft insertion.

The effect of dye penetration on the resultant color of polyester fibres.

Lee, Y.H., & Patterson, D. (1985)
Journal of the Society of Dyers and Colourists, 101(10), 314-319.

The colors of a series of ring-dyed polyester filaments were compared with the colors of uniformly dyed filaments, both groups having the same overall dye content. The polyester fibre used was 48 filament per 11.1 tex bright Terylene (ICI). Pretreatments and aftertreatments were kept constant for both groups, with one group being ring-dyed and the second group receiving uniform fibre penetration. Dye content of all samples was determined by extracting the dye with monochlorobenzene and measuring the dye concentration present in the extracts with a spectrophotometer. The method of optical sectioning, a technique which allows a detailed measurement of dye distribution within single filaments, was first used on the dyed fibres. The fibre-chop method was then used with a Zeiss RFC 3 colorimeter to determine the effect of non-uniform dye distribution within filaments. Results obtained after color measurement indicate that the percentage reflectance of the ring-dyed fibres were generally greater than those of the uniformly penetrated fibres. It was further found that the greatest color differences between ring-dyed and uniformly dyed filaments occurred with light dyeings. For these reasons it is recommended that ring-dyeing be avoided particularly when using light colors. Subsequent textile processing can also change the dye distribution of ring-dyed fibres, a further reason for avoiding this method of dyeing.

Supplementary listing of articles

Exhaust application of fibre reactive dyes to cotton and polyester/cotton blends. Dausch, W. (1985). *American Dyestuff Reporter, 74*(9), 22, 68.

Taxonomy for independent living used to classify clothing research. Newton, A. (1984-1985). *Clothing and Textiles Research Journal, 3*(1), 45-47.

A practical approach to color measurement. Waller, G. (1985). *International Dyer and Textile Printer, 170*(10), 8-13.

Developments in the application of quantitative structure-property relationships of dyes. Carpignano, R., Savarino, P., Barni, E., Di Modica, G., & Papa, S.S. (1985). *Journal of the Society of Dyers and Colourists, 101*(9), 270-276.

High temperature dyeing of polyester/cellulosic blends. Herlant, M.A. (1985). *Textile Chemist and Colorist, 17*(6), 17-25.

Continuum mechanics of the fibre bundle. Curiskis, J.I., & Carnaby, G.A. (1985). *Textile Research Journal, 55*(6), 334-344.

Submitted by
Heather M. Meiklejohn, BHEc
MSc graduate student

New Developments

... In Trends

Sleepwear Fabric Standards

"Federal Consumer and Corporate Affairs Minister Michel Côté has announced that he is introducing tougher flammability regulations under the Hazardous Products Act to cover children's nightgowns and robes. These regulations will apply to these two sleepwear items up to size 14X and will come into effect in March 1987 ... Mr. Côté explained that these two items were chosen because they were most often implicated in the severest injuries to children. He also asked that the industry, the Canadian Institute of Child Health, the Canadian Paediatric Society and the Consumers' Association of Canada work together to develop a proposal by July 31, 1986 to deal with the balance of children's sleepwear articles."

Source: News Release, Canadian Institute of Child Health, (1985, December).

Aspartame — Safe Level

"Day care workers and parents have been asking whether artificially sweetened foods would be healthier than foods containing sugar. Aspartame is a permitted sweetener, however, because of its wide availability in foods, many people are not aware that there is an upper level of aspartame considered safe for humans. The Health Protection Branch of the Canadian government has recommended that an acceptable daily intake (ADI) for aspartame is 40 mg/kg of body weight. This level represents the average amount that can be taken each day for a lifetime without causing problems. Here is how to calculate the ADI of aspartame for adults and children alike: multiply by 40 the individual's weight in kilograms. For example, the average 3-4 year old weighing 15 kg could safely consume only 600 mg (40 x 15) of aspartame daily. Although aspartame is permitted in only certain foods, it is conceivable that small children consume more than that level considered safe. Aspartame is not considered a more healthful alternative to sugar. When used in moderation, products sweetened with aspartame can increase the variety of foods that can be selected by diabetics and others who have difficulty controlling their weight. However, for other people, especially children, the objective should be to develop a taste for less sweet foods".

Source: Excerpts from *Children's Chowder*, Home Economics Section, Manitoba Health, 880 Portage Ave., Winnipeg, MB R3G 0P1.

Women Shun Blue-Collar Training

If their choice of training programs is anything to go by, women are steering away from the skilled blue-collar occupations, instead, they are opting for instruction in the clerical and health fields, says economics consultant Daniel Boothby, in research carried out for the Economic Council of Canada's study on the role of women in the economy. This training preference mirrors the actual situation in the labour market, where clerical and health jobs are largely held by women.

Boothby explains why women and men work in different occupations in the labour force. "First of all, women tend to earn more in clerical jobs than in many blue-collar trades (the exceptions being electrical and wire communications, excavating and paving, and mechanics and repairing). Furthermore, they have a greater chance of acquiring supervisory positions in that area than in male-dominated occupations. In addition, Boothby says, family responsibilities may dissuade women from entering occupations that require a large investment in on-the-job training, and most blue-collar trades fall in that category. Too, they may, with some justification, be sceptical about their chances of finding work in male-dominated areas, and, finally, they may regard blue-collar jobs as undesirable."

Nevertheless, there are good reasons for encouraging women to train for blue-collar jobs, Boothby maintains. "Their recruitment would bring about greater occupational diversification in the work force and would also alleviate the current shortage of skilled workers in many blue-collar occupations."

Finally, Boothby suggests increasing dependant allowances for trainees in institutional training programs, to the point where they reflect the actual cost of providing child care.

Source: Women shun blue-collar training. (1986). *Au Courant*, Economic Council of Canada, *6*(3), 11.

... In Ideas

Haste Lays Waste

"We accelerate through life attempting to accomplish too many things in too little time. We dash from one job to the next, one appointment to the next, bent on beating unrealistic deadlines. As a result we suffer stress, hypertension, stomach disorders, headaches, insomnia. We are filled with anxiety, worry, despair, frustration and even fear." Time Management Consultant, Harold L. Taylor says that we should take some time from our busiest days to reflect what we are doing and where we are headed. "Are we leaving neglected families, injured friends, heartbroken loved ones in our wakes?" In this article Mr. Taylor gives good suggestions for planning time and how to make effective use of time when we must wait, for example, in airports, at restaurants and in doctors' offices. "Don't let busyness, lineups, or the tyranny of the urgent rob you of a happy, healthy, time-filled life."

Source: Taylor, H.L. (1986, February). Time is your life. *Canadian Money Saver*, pp. 119-120.

Rice Cereal Safest as First Infant Cereal

A problem with the absorption of gluten — a protein in wheat and some other grains — can cause extreme malnutrition in infants, unless detected and treated early. A recent issue of *In-Touch*, a newsletter published by the Infant

Nutrition Institute for health professionals, explains that infants are particularly susceptible to gluten sensitive enteropathy, or celiac disease as it is commonly called, because of their immature gastrointestinal tract. An infant or child with celiac disease may develop diarrhea, with pale, foul-smelling stools, may lose his appetite and often becomes fussy and irritable. If the condition continues untreated, the child loses weight and muscle tissue, and fails to grow normally — indeed he can even develop the swollen abdomen typical of starvation. *In-Touch* explains that one of the consequences of untreated celiac disease is damage to the mucosa, or surface of the intestinal tract. As a result, fat, carbohydrate, and protein are not adequately absorbed. As well, vitamins and minerals in the diet may not be absorbed, with the result that the child could develop rickets or anemia.

A change in the infant or child's diet can result in dramatic improvement. When celiac children avoid all foods containing gluten, their intestinal tract heals within a few months. But the diet involves avoiding most grains, including breads and cereals made from wheat, rye, oats, barley and triticale. The only safe cereals are corn and rice, although sometimes oat cereals can be reintroduced after the child has fully recovered from all signs of intestinal damage. Some acceptable "gluten-free" products are made using wheat starch, the portion of the wheat kernal that doesn't contain gluten. Because wheat is one of the more allergenic foods, the Infant Nutrition Institute recommends that you postpone including wheat cereals in your infant's diet until your infant is at least 6 months old. This is especially important in families with a history of allergies. It's safest, when starting your baby on cereal, to use a rice-based infant cereal.

Source: *In-Touch,* (1985, Fall), Vol. 3, Issue 5.

Homes for Independent Living

Young people between the ages of 18 and 24 who are looking for a rewarding and flexible job will be interested in the first program of its kind in Nova Scotia to train home support workers to assist physically disabled individuals. A job as a home support worker could involve full-time work; it could consist of part-time work while studying or working at a second job; it could also mean short-term or long-term job assignments. A home support worker assists physically disabled individuals with a variety of activities including getting in and out of bed, bowel and bladder functions, dressing, eating, and light housekeeping. Assistance of this nature enables disabled individuals to live in their own apartments, get to school or work on time, or take part in other activities in their community.

For more information: contact Sheila Banks, Project Coordinator, 1942 Rosebank Avenue, Halifax, NS B3H 4C7 (902-422-6975).

Lifestyle Facts

Thirty-one percent of Canadians in their 20s eat breakfast, 18% in their 30s; 15% in their 40s; and only 12% in their 50s eat breakfast. The incidence of non-smokers though, improves with age: 53% are non-smokers in their 20s; 56% in their 30s; 58% in their 40s; and 61% are non-smokers in their 60s.

Source: Highlights (1985, September). *Canada Fitness Survey,* No.59.

Obesity and Health Risks

The location of your body where you store excess fat, if you're overweight, may determine the associated health risk, believes Dr. Lawrence Leiter. Leiter, is a researcher with the Departments of Medicine and Nutritional Sciences, University of Toronto. He said that a number of studies have shown that overweight or obese people who have an increased waist to hip ratio are more likely to develop health problems than people who deposit excess fat on their thighs.

Although obesity has been identified as a factor contributing to high blood pressure (hypertension), weight reduction does not always result in a reduction of elevated pressure. That inconsistency may be due to the fact that there are different types of obesity, says Leiter. Abdominal obesity is characterized by excess fat deposits at the waist, while another type is characterized by excess on the thighs. The actual location of the fat deposit may be more important than the degree of obesity in determining health risk. Possibly fat cells in different locations behave in different metabolic ways.

While obesity may be associated with increasing health risks, dieting is not without risk. "The hazards associated with liquid protein diets and other fad diets have been well described," said Leiter, "but what is generally not appreciated is that even well designed, balanced diets providing sufficient nutrients (eg. 1200 calories per day) can also be associated with a number of side effects." Such side effects include fatigue, dry skin, lightheadedness, anxiety, depression and psychotic reactions.

Exercise can be an important consideration in weight loss. "A decrease in metabolic rate is presented by dieting," noted Leiter, "so the interaction of diet and exercise is important—dieting causes the metabolic rate to drop which in turn slows the rate at which calories are burned up. But exercise may help to overcome the drop." To lose weight, you must use up more energy (calories) than you take in to go into an "energy deficit."

But even increased exercise has the potential to aggravate pre-existing conditions often seen in the obese such as heart disease or arthritis. Leiter said, "These potential problems can be minimized if individuals are properly screened and the activity program is designed to account for any limitations associated with increased weight."

Source: News Release. September 20, 1985. National Institute of Nutrition/Institut National de la Nutrition, 1335 Carling, Suite 210, Ottawa, ON, K1Z 8N8; (613) 725-1889.

... In Publications

Apple Resource Kit

The Canadian apple industry, in co-operation with Agriculture Canada, has produced an apple resource kit for teachers and group leaders of children's groups, at the grades 6-9 level. The goals of the resource kit are to increase knowledge about Canadian apples, to encourage students

to recognize and choose Canadian apple varieties, and to help develop an awareness of apple production and processing. The kit contains teacher background information, student worksheets and evaluation activities in the following areas: The Family Tree of Apple History; Growing Apples — Seed Power; From the Apple Tree to You; Apple Science; There's More Than One Way to Eat An Apple (processed products); Apples — Nature's Fast Food; and Resources. The kit includes a large color poster showing the 12 most common varieties of Canadian apples. The kit is available through provincial apple marketing organizations.

For more information: contact Susan Sutherland, Fresh For Flavor Foundation, 3 Amberwood Cres., Nepean, ON, K2E 7L1, (613) 226-4874.

Safe Not Sorry Messages

Safety messages on the following topics: Childhood Poisonings, Interaction with Animals, Children's Sleepwear, Hot Liquids, Playgrounds, Choking, Child Carriers and Bikes, Cribs, Falls, Bicycles, Car Seats, Baby Walkers, are available from The Canadian Institute of Child Health. These short, one page messages are suitable for caregivers for young children. They can be used in several ways: in newsletters, on bulletin boards, in parents discussion groups, on radio, or in newspapers. They are also available in French.

To order: contact *Canadian Institute of Child Health*, suite 105, 17 York Street, Ottawa, ON, K1N 5S7, (613) 238-8425. The cost is $5.00 for a set (12 sheets).

Nutrition Film

The Young and Nutritious: A Soup Opera, for grades 4-6, presents sound facts about food and health. Through this one-of-a-kind "soup" opera, your students will learn how to make their own choices about selecting a healthy diet. The engrossing adventures of Camp-What's-For-Lunch provide a humorous backdrop for important lessons on nutrients, snacking, weight loss, diets and other key nutrition topics: Love of Breakfast; Snacks of Our Lives; All My Nutrients; As the Calorie Burns; Another Burger; The Guiding Labels. Set of 6 filmstrips, 6 cassettes, 6 spirit masters, and teacher's guide is available at a cost of $256.00.

To order: contact McIntyre Educational Media Ltd., 30 Kelfield Street, Rexdale, ON, M9W 9Z9.

Calcium Calculator Pamphlet

This handy pamphlet explains how to calculate your total consumption of calcium (mg) in one day. You then compare your calcium intake with your calcium need. Several calcium rich foods, and many ideas on how to increase your intake of dietary calcium are listed. This nutrition resource is suitable for 10-year-olds and up. It would also be a good handout in prenatal nutrition classes.

To order: Single copies available free from British Columbia Dairy Foundations, 3236 Bata Avenue, Burnaby, BC, V5G 4K4.

A Preventive Guide for Osteoporosis

A very informative pamphlet, "Osteoporosis: A Preventive Guide", explains what osteoporosis is, and the many factors that have been implicated in causing this brittle bone disease. It explains the steps that can be taken to lessen the chances of developing the condition and lists the primary and secondary sources of calcium. This pamphlet has a chart which shows the recommended calcium levels for each age and sex group. Physical activity along with increased calcium rich foods will help reduce risk of this condition, while alcohol, caffeine, and smoking may all be factors contributing to bone loss.

This pamphlet would be appropriate for middle-aged adults, especially women, who are most vulnerable to osteoporosis.

To order: Single free copies can be obtained from Ontario Milk Marketing Board, 6780 Campobello Rd., Mississauga, ON L5N 2L8.

Protocol Manual on Domestic Violence

This book tells how best to assist physically abused children, adolescents, and adults, including some special notes on recognizing and aiding neglected elderly people. It also sets out ways to recognize and help the abuser.

To order: Free single copies can be obtained from The National Clearinghouse on Family Violence, Health and Welfare Canada, Ottawa, ON K1A 1B5.

National Film Board Productions

The Recovery Series is a set of four short films (12-15 minutes each) about four women recovering from alcohol or drug addiction. The films will help women embarking on their own process of addiction. With candor, humor, and compassion the women celebrate how far they have progressed, while they realistically face the journey ahead. The film will also benefit families, friends, and colleagues of people who suffer from addiction. Available in 16 mm and video.

Through a dramatization of a wife battering episode, *The Rites of Violence* (28 minutes) shows how a city's law enforcement, social service agencies and volunteers work together in an active intervention, protection and counselling program designed to break the cycle of violence. These films are available in 16 mm, VHS, and Beta formats.

To order: contact your local National Film Board (NFB) Office or write NFB, PO Box 6100, Montreal PQ, H3C 3H5.

Group Workshop Kit

"How To Talk So Kids Will Listen" is a group workshop kit completely self-contained, seven-session, multi-media parenting course, designed to be used by a group of 6 to 12 parents. The central goal of the Kit is to help you and the members of your group communicate more effectively with your children. The course does not offer a script or preprogrammed responses for dealing with children. The course helps you learn the following skills: teach your child to understand, identify, and communicate feelings; engage your child's willing co-operation; discipline without hurting or alienating; help your child develop a positive and realistic self image; foster a family atmosphere of love and respect.

The cost of this program is $89.95 (U.S.) for the Chairperson's guide which includes workbook, pocket cards, puzzle, and materials, plus 6 cassettes. Each participant's workbook costs $9.95 (U.S.).

For more information: contact Negotiation Institute Inc., 230 Park Avenue, New York, NY 10169; (212) 986-5555.

Renewable Energy

Renewable energy is alive and well in Canada, despite the current energy glut, which has lulled most Canadians into a false sense of security about energy prices. The Solar Energy Society is a national non-profit organizaton founded in 1974, which promotes the rational use of all forms of solar and alternative energy. Membership costs $40 and members receive *SOL*, the voice of conservation and renewable energy, a bimonthly magazine which includes inexpensive tips on how to conserve energy in the home and save dollars on utility bills.

For more information: contact Solar Energy Society of Canada, 206-135 York St., Ottawa ON, K1N 5T4.

... In Products

Food Processors

After testing 12 food processors, the three top performers, according to the *Canadian Consumer* are the Cuisinart DLC-7 Super Pro, the Cuisinart DLC-10 Plus, and the Braun UK20. A good food processor performs chopping, mixing, grinding, kneading, slicing, grating, and mincing food effectively, and will save hours in the kitchen. One interesting suggestion was to keep your hand mixer for beating egg whites and whipping cream, as food processors don't excel at these tasks. Also, avoid the very smallest food processor models.

Source: Haines, J. (1986, February). Food Processors. *Canadian Consumer*, pp. 15-19.

Special Needs Clothing

Kids in 'Em is a manufacturer of clothing and outerwear for special needs children and young adults. The designs have been developed through research and testing by therapists, teachers, and parents of handicapped children. Fashioned from fabrics with a high natural fibre content for ease and comfort, the designs are made to be both stylish and functional. A full size range (both slim and husky) is available.

For more information: contact Kids in 'Em, 4785 Tebo Ave., Port Alberni, BC V9Y 8A9, (604) 723-6512.

System for Personal Health Risk Evaluation

The widespread availability, economy, and power of modern microcomputers make them ideal tools for Health Hazard Appraisal (HHA), the well-established counselling method used by physicians, nurses, educators, and other health professionals in their practice of preventive medicine and health promotion. The University of British Columbia has developed easy-to-use software for HHA, named SPHERE-HHA, for both IBM-PC and Apple II compatible microcomputers, which: stimulates interest by allowing your client to complete the questionnaire in direct interaction with the microcomputer; allows immediate correction of errors; provides immediate results on the screen or in printed form; accumulates client data to enable useful statistical analysis; and reduces processing cost.

The print-out that the client gets includes: some medical terminology; the concepts of risk factors, of death rates, and of appraised and achievable ages; and specific recommendations for lifestyle and therapeutic change. The program cost is $125.00.

For more information: contact SPHERE-HHA, Health Care & Epidemiology, University of British Columbia, 5804 Fairview Crescent, Vancouver, BC V6T 1W5, (604) 228-2258

Microfurnace Update

In the last issue of *CHEJ*, several positive features of the Microfurnace were reported. *The Watchdog*, published by the Consumers Association of Canada, reports differently.

"Homeowners looking for a safe, efficient and clean way to heat those cold spots in the house this winter are advised to think twice before buying the Microfurnace (MF), now being touted as a revolutionary new portable source of electric heat. A *Canadian Consumer* magazine mini-test recently revealed that MF is no more safe, clean, efficient or quiet than the two brands it recommended after testing nine models in September. What's worse, it costs a lot more.

The magazine gave top ratings to the CGE (HF 130) heater and the De Longhi (VU 02) which sell for $50-$60. To own a MF, consumers have to pay $200 or more. As for its safety claims, the MF grill heated up to 116 degrees Celsius during testing. This could present a hazard, particularly for young children who could be burned by touching the grill. The CGE and De Longhi grills were merely warm to the touch.

MF's performance claims are equally questionable. It took three times longer than claimed to heat a room with MF ... and the room was smaller than the one described in MF literature. In fact, MF could overheat a normal residential room with fairly good insulation, unless it is turned off manually. The other heaters can be set to go off automatically when the room reaches a comfortable temperature. Also, the MF fan does not spread the heat evenly throughout the room. Recommended models had 50 percent more fan output, thus reducing this problem.

It is true that MF is smaller than other heaters; it is about the size of a normal house phone. MF was also noisier than claimed. The two recommended models were quieter in *Canadian Consumer's* test."

Source: Excerpts from *The Watchdog* (1985, Winter).

Clothing Designs for Disabled Persons

"On The Rise" specializes in wardrobe creations invisibly adapted. They promote stylish clothing and greater independence for children and adults.

For more information: contact Nell Schilder, On The Rise Association, 171 Grandview Road, Nepean, ON K2H 8B9, (613) 722-2561.

Insulation on a Roll

Insul-Wall of Dartmouth, NS is working a lot of success out of its system. The system in question consists of R-20 and R-30 wall panels featuring the use of polystyrene. The rigid insulation is touted for its "breathable" properties which eliminate moisture buildup in wall cavities. All 2 x 4 framing members are insulated by a thermo break between the members and wall exteriors, eliminating heat loss through wood frame components. The system has been used extensively through the Atlantic provinces in residential, multi-unit, and commercial buildings and has received favorable response from across the country, according to Insul-Wall president R.E. Thibault.

For more information: contact Insul-Wall, 11 Mosher Dr., Dartmouth, NS, B3B 1L8

Sucrose-Free Infant Formula

Prosobee, a soy formula, is now being made 100 percent sucrose free, giving babies a better chance of coping with common feeding problems. A formula containing a disaccharide such as sucrose could aggravate infant diarrhea and cause further upset. *Prosobee* now has 100 percent glucose polymers, which have been shown to be a better carbohydrate for infants with diarrhea and other common feeding problems. Prosobee is also 100 percent lactose free, making it suitable for lactose intolerance infants.

For more information: contact Mead Johnson, Belleville, ON, K8N 5C2 or Candiac, PQ, J5R 1J1.

Computing Ovulation

"A computerized thermometer has been designed to help women who need to know when they ovulate because they want either to conceive or avoid becoming pregnant. The Bioself 110, manufactured by Bioself Canada Inc. of St-Lambert, Que., features a thermometer attached to a small computer, which records daily temperature readings — changes in a woman's basal body temperature indicate when she is likely to be ovulating and fertile. The device has red and green lights to signal probable fertile and infertile days. It is available at pharmacies for about $120".

Source: Excerpts from Health News. (1986, March). *Chatelaine*, p. 28.

All-Terrain Wheelchair

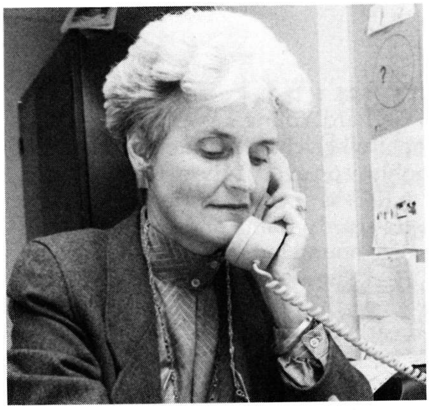
Edmonton inventor Gerhard Young has created A.R.C.-1 an all-terrain recreational wheelchair for the disabled. It's designed to increase mobility on every type of rough terrain. A press release says A.R.C. is a modification of existing powered wheelchairs. Its sturdy frame and three-wheeled track will allow wheelchair-bound individuals to travel over loose dirt, sand, and even snow — locations difficult for standard chairs now on the market. Young, whose prototype was finished early this year, says the wheelchair will weight about 36 kg less than any other powered wheelchair on the market, and fold down to make transportation easier. Young expects the product to be available in early spring for about $4,250.

For more information: contact Bruce Hegerat, Vice-President of Project Development, Associated Business Ventures Inc., 405 Highfield Place, 10010-106 Street, Edmonton, AB, T5J 3L8.

Instant Yoghurt

Instant yoghurt could be one of the most revolutionary products since instant coffee. It requires only about 150 mL of milk and a packet of freeze-dried fruit flavoring with patented strains of bacteria that act with cold milk. One bacteria packet could produce a yoghurt shake in 15 seconds or thick yoghurt in 5 minutes. This yoghurt was tested in the United States in April, 1986. The process was developed at Israel's Ben-Gurian University.

Source: New products. (1986, March 10). *Winnipeg Free Press*, p. 30.



On the Job

Profile of a Home Economist as an Editor

Liz Delahey

Have you ever observed an international meeting take a dramatic twist at the eleventh hour seemingly saving it from a suicidal course of action? Or watched farm women who have listened to experts passively in the past begin to speak out on agricultural policies affecting their lives?

These are some of the high points in the challenging job of editing a section of *The Western Producer*, one of Canada's major agricultural newspapers. The paper reaches 140,000 subscribers primarily in the four western provinces and I have edited the family section, which changes its name periodically, since re-entering the labor force in 1975.

Life before that was much like it is for any homemaker with four children, except that I'd always been extremely interested in current events, involved in community work, and ready to take on any free-lance home economics job coming my way. Two years as president of the Saskatchewan Home Economics Association, much of it spent lobbying government unsuccessfully for a home economics service, convinced me I was ready for new experiences. Our youngest daughter was 10 and away at school all day.

When the position became available, experience as Women's Editor of the *Moose Jaw Times-Herald* and 5 years as a farm wife and 4-H leader stood me in good stead. At 43, after 20 years out of the work force it was baptism by fire to become an editor overnight. Without family support it would have been impossible.

The tradition of covering issues affecting the farm family began with the first Women's Editor, Violet McNaughton, who pioneered the section in 1925. A women's activist, she is credited with helping Saskatchewan women win the vote before she began her writing career. Although many women's editors have come and gone since her death, her imprint remains on the paper. Social issues continue to be an important part of the coverage, but as women take more interest in the family business emphasis is shifting to reflect their concerns about farm management, estate planning, safety, and stress. On-farm interviews and other articles are directed to the entire family. Youth pages also come under my supervision. Stories and sketches by talented young people are put together by the youth editor, and issues and events of interest to rural youth are also covered.

Diversity is the most attractive feature of the job as each week a package of news, features, columns, and graphics must be assembled. That means writing stories, planning coverage of events, assigning stories to freelancers or reporters, and working with columnists. Photography is an essential skill as it is impractical to take a photographer on out-of-town assignments. Directing page layout and proofreading are other steps in the weekly process of getting out the paper.

Editing and writing involves much more than making sure the story is grammatically correct. It must be accurate, presented fairly, and show both sides of the issue whenever possible. This can be a heavy responsibility when a complicated or controversial issue arises. If there is a real or perceived error the editor takes the flak. As with any stressful job burnout is a possibility, and no one can expect to remain in the same job forever.

Travel is definitely one of the perks of working for a regional newspaper, but the glamour disappears when deadlines approach and it is time to commit the event to paper. Personal life has to come second when an important story breaks at the wrong time in the week.

Some assignments stand out in my 10 years on the job. Attending the Second National Farm Womens Conference in Charlottetown last fall was one of them. There, farm women finally began taking responsibility for their family business and it marked the first time a story by Liz Delahey made the front page.

Meetings of the Associated Country Women of the World in Hamburg, Germany and Vancouver are also memorable. Even though delegates from around the world battle on the convention floor, they are able to come away from the 10 days of meetings and visits to farm homes with a better understanding of conditions for women around the world.

How does a home economics degree relate to all this? Objective observation skills honed in child development classes and listening skills developed in human relations classes help in conducting interviews or covering conferences. Subject matter can be drawn on directly in seasonal fashion articles and in editing or writing food or nutrition articles. A science background is a definite asset when associated with an industry so heavily dependent on farm chemicals.

Just as importantly there is a valuable network of home economists spread across Canada willing to offer leads or provide sources of information. Along with my farm readers many of them have become treasured friends. □

Liz Delahey received a BSHEc from the University of Saskatchewan. She has served as president of the Saskatchewan Home Economics Association and is presently International Development Chairman of the Saskatoon and District Home Economics Association which is twinning with Ghana on a textbook writing project.

What do you say when …?

What do you say when asked if oat-bran lowers serum cholesterol levels?

Dora M. Blitt

Recent studies (Anderson et al., 1984; Anderson & Chen, 1979; Kirby et al., 1981) indicate that intake of certain plant fibres, the indigestible portions of plant foods, lowers serum cholesterol concentrations in humans. The cholesterol-lowering properties appear related to the water-soluble fibre content. The water-soluble gum, a B-glucan, appears to be the major cholesterol-lowering component of oat products (Anderson et al., 1984).

Fibres from different plant sources have quite different chemical structures, physiological actions, and metabolic effects (Anderson & Chen, 1979). For example, the effects of oat-bran are much different than the effects of wheat bran. Both brans are fibre-rich by-products which are separated from flour during the milling process. However, oat-bran is rich in water-soluble fibre (14.8%) and poor in cellulose (0.2%). In contrast, wheat bran has a lower soluble fibre content (2.9%) and a much higher cellulose content (6.8%) (Chen & Anderson, 1980).

Certain plant fibres exert a distinct serum cholesterol-lowering effect in humans (Anderson & Chen, 1979; Anderson, Chen & Sieling, 1980). This research indicates that soluble fibres have the ability to selectively lower serum total cholesterol values. Conversely, most water-insoluble fibres do not lower serum cholesterol concentrations.

Further research (Kirby et al., 1981) involved eight men with previously documented hypercholesterolemia. All were fed both control and oat-bran diets in an alternating sequence. The two solid diets differed only in the inclusion of 100g of oat bran in the test diet. At the conclusion of the study, seven of the eight men had significantly lowered their cholesterol levels while on the oat-bran diet. The seven patients had a mean decrease of serum total cholesterol concentrations of 18%. This decrease occurred primarily through a 14% reduction in low-density lipoprotein (LDL) cholesterol concentrations; high-density lipoprotein (HDL) cholesterol concentrations were not altered. Although the oat-bran diet did not increase serum HDL cholesterol concentrations as other studies have done (Chen & Anderson, 1979), the ratio of serum HDL to LDL cholesterol concentrations was favorably affected.

These conclusions have been substantiated by Anderson et al. (1984). Their study of 20 hypercholesterolemic men documented a 19% reduction in serum cholesterol concentrations and decreased LDL cholesterol concentrations of 23%. In this same study, the effects of commonly available dried beans (pinto, navy or kidney beans) which are also high in water-soluble fibre were studied. Oat-bran supplements and bean supplements had almost identical effects on serum total cholesterol, LDL cholesterol, and HDL cholesterol concentrations.

Another study (Anderson, Story, Sieling & Chen, 1984) assessed both the short and long-term effects of oat-bran supplemented diets on ten hypercholesterolemic men. Oat-bran (100g/day) supplements decreased serum cholesterol and LDL-cholesterol concentrations by 23% below initial values without alterations in cholesterol or fat intakes. After 24 weeks on high-fibre, low cholesterol diets with average intakes of 41g (dry weight) oat-bran daily, serum cholesterol concentrations were 26% lower, and LDL cholesterol concentrations were 24% lower than initial values. After almost two years, serum cholesterol concentrations remained at less than 80% of initial values, LDL cholesterol concentrations were 29% lower than initial values, and HDL cholesterol concentrations were increased slightly.

As this, and other research which is presently being carried out indicates, oat-bran appears to have positive results in reducing serum cholesterol levels. Oat-bran and other plant sources rich in water-soluble fibre appear to have considerable potential in the dietary management of hypercholesterolemia.

Until recently, oat-bran has not been commercially available. Previously, the bran, the protective covering of the wholegrain oat, was removed during processing and discarded or sold as feed for livestock. Now, however, a 100% oat-bran cereal is available which can be used as a hot cereal or incorporated into muffins, breads, and other prepared foods (Fibre in foods, 1983). □

Dora M. Blitt received a BHEc from the University of Alberta. She now consults on a free-lance basis specializing in food marketing.

A regular feature by the CHEA Foods and Nutrition Committee to assist home economists in combatting food and nutrition misinformation. Edited by Marilyn C. Clark.

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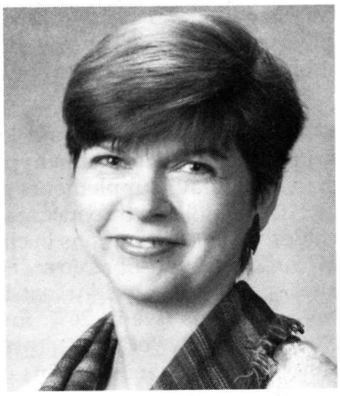
Editors Appointed

As Joyce MacMartin, associate editor, and Elizabeth Barker, book review editor, leave the *Canadian Home Economics Journal* editorial committee, appreciation is expressed to them for their contribution over the past few years. We wish them well as they move on to new endeavors.



Brenda Speirs-Fryatt has accepted the position of associate editor. Brenda holds a BHEc and a pre-masters in Home Economics Education from the University of Manitoba. She is currently the Home Economics Co-ordinator of Transcona-Springfield School Division in Winnipeg and an instructor of the high school vocational program, Fashion Technology and Production. She is a past-president of the Manitoba Home Economics Teachers Association and has served on numerous provincial inservice and curriculum committees. This summer Brenda will be returning to St. Kitts for a teaching assignment with OCOD, an organization running education workshops for West Indian teachers.

Wendy MacLean has accepted the position of book review editor. Wendy has a BHEc from the University of Manitoba and prior to obtaining her degree, she was a certified business education teacher in the public school system. She currently freelances as an educator with a special interest in nutrition education for the elderly. Previous professional experience has included employment as executive director of the Consumers' Association of Canada (Manitoba) and contract work with Manitoba's Department of Health.

The editorial committee welcomes Brenda and Wendy to their positions and looks forward to the fresh perspectives and new insight that they bring to the *CHEJ*. □

Submission Deadlines

The editors welcome submission of manuscripts to consider for publication the the *Canadian Home Economics Journal*. Further information and a copy of the author's guide may be obtained from the editor. Items intended for a specific issue should reach the Editorial Office by the following dates:

	Deadlines	
Issue	**Articles**	**Reader Forum**
Winter	September 15	November 1
Spring	December 15	February 1
Summer	March 1	April 15
Fall	June 15	August 1

Dates limites d'envoi des manuscrits

Les rédactrices en chef sollicitent des manuscrits susceptibles de paraître dans la *Revue canadienne d'économie familiale*. Prière de s'adresser à elles pour obtenir des renseignements et un exemplaire du Guide des auteurs. Les articles destinés à un numéro donné doivent être remis à la rédaction aux dates suivantes :

	Dates limites	
Numéro	**Articles**	**"Reader Forum" (la tribune des lecteurs)**
Hiver	15 septembre	1er novembre
Printemps	15 décembre	1er février
Été	1er mars	15 avril
Automne	15 juin	1er août

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If you are interested in **reviewing a book** please contact the Book Review Editor stating your area of interest. A complimentary book which may be kept will be sent to you for review.

Si vous vous intéressez a **faire un compte rendu d'un livre**, veuillez prendre contact avec le rédacteur des comptes rendus en indiquant les sujets qui vous intéressent. Pour préparer votre compte rendu nous vous donnerons un exemplaire du livre que vous pourrez garder par la suite.

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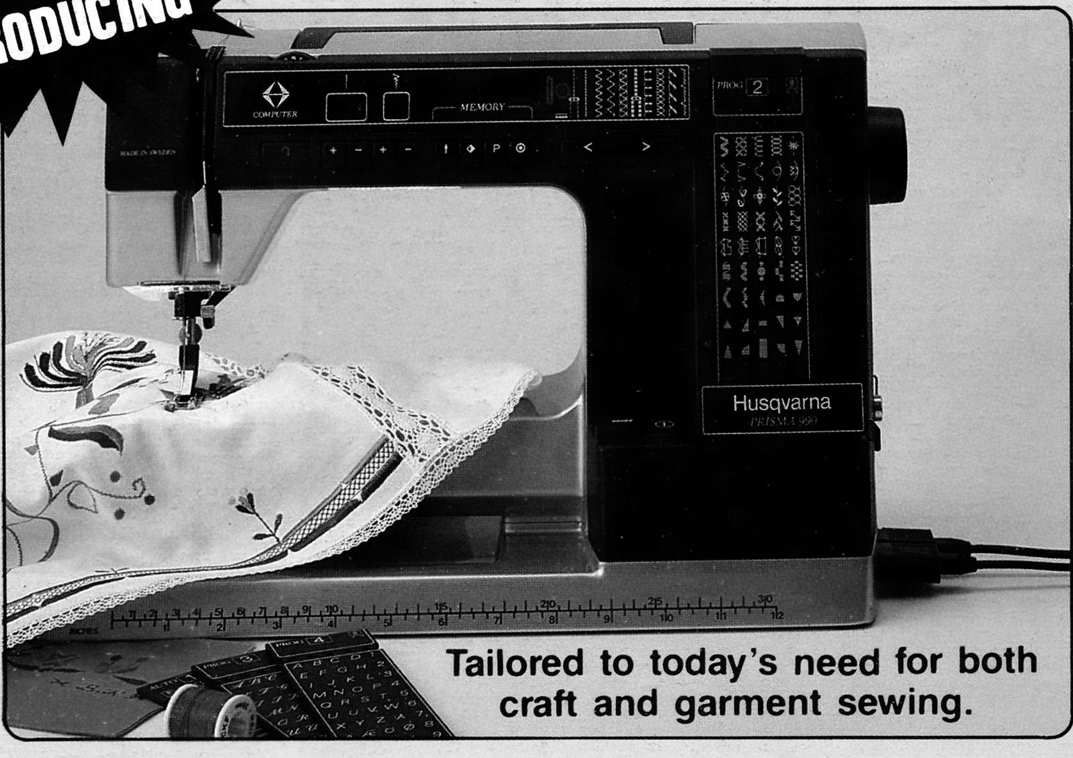

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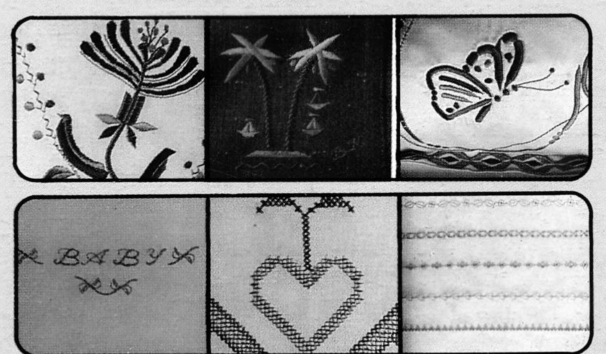

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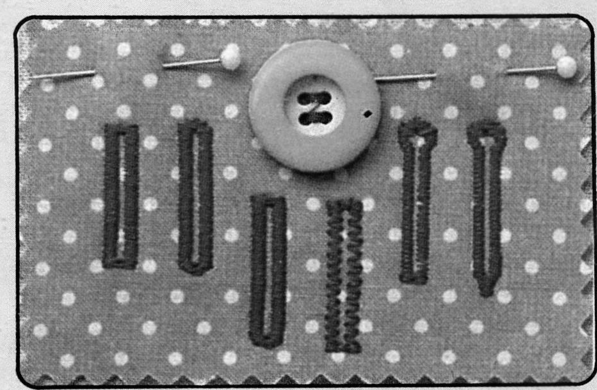

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